FMI

FOOD MARKETING INSTITUTE

FACTS 78

FACTS ABOUT NEW SUPERMARKETS OPENED IN 1978

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Food Marketing Institute, a non-profit trade association, conducts programs in research, education and public affairs on behalf of its members—retailers and wholesalers from corner stores to supermarket chains—and their customers. FMI membership includes food chains, independent grocers, voluntary wholesalers and cooperatives in the United States, Canada and about 30 foreign countries.

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Facts About New Supermarkets Opened in 1978

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Foreword

Significant changes and improvements have been made in this year's "Facts about New Supermarkets Opened in 1978." Most of the data tables have been revised to provide more detailed two-way analysis.

Included in "Facts" for the first time are sections which contain extensive coverage of acquired and remodeled stores. The data includes percentage changes in total store area, selling area and weekly sales after the stores were either remodeled or acquired.

"Facts" examines factors precipitating store closings and what types of stores companies are opening to compete in the changing marketplace. It contains ongoing analyses of store size and sales, specialty departments, investment and equipment costs, linear floor footage in refrigerated departments and energy.

Industry Store Development

A total of 497 companies responded to this year's postcard survey representing a total of 21,622 supermarkets.

With 58% of FMI's domestic members participating in the "Facts" postcard survey, the report displays a representative account of industry store activity.

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Table 1
Store Changes in 1978

	Percent of Total Stores
New Stores Opened	4.1%
Acquired through Purchase/Merger	3.0
Major Remodeled Stores ($50,000 or more)	3.5
Minor Remodeled Stores (Less than $50,000)	6.7
Stores Closed	4.4

The Sample

Data for 238 newly opened stores in 1978 were supplied by 53 companies. Eighty nine companies responded to the remodeled questionnaire, supplying data for 156 remodeled stores and 18 companies sent in data for 136 acquired stores. Data for 160 closed stores were supplied by 45 companies.

Firms with retail sales over $500 million reported the greatest number of stores opened, acquired and closed (see tables 2, 87 and 97). Firms with retail sales under $10 million reported the greatest number of remodeled stores. Details for company sales, location of stores, geographic regions, and store types can be found in the appropriate sections.

STORES OPENED IN 1978

The south was the leader in 1978 opening over half of the reported new stores. Except in the Northwest, companies with sales over $500 million were the most active new store developers.

Conventional supermarkets are no longer the most common new store format. Half of the opened stores were super stores located primarily in community or neighborhood shopping centers.

Four out of five new combination stores were located in the south, typically as free standing units. Very few new stores were developed in regional shopping centers.

TABLE 2
Annual Sales Volume of Company

		LOCATION OF STORE				GEOGRAPHIC LOCATION			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	NORTH EAST	SOUTH	NORTH-CENTRAL	WEST
ALL STORES	238	2	77	122	35	15	124	71	28
UNDER $10 MILLION	3.4	50.0	-	2.5	11.4	6.7	3.2	2.8	3.6
$10 - $30 MILLION	2.1	-	1.3	2.5	2.9	-	2.4	2.8	-
$30 - $100 MILLION	4.2	-	1.3	4.1	11.4	-	5.7	2.8	3.6
$100 - $250 MILLION	5.1	-	6.5	2.4	11.4	20.0	4.0	2.8	7.1
$250 - $500 MILLION	11.3	-	16.9	9.0	8.6	60.0	3.2	8.5	28.6
OVER $500 MILLION	73.9	50.0	74.0	79.5	54.3	13.3	81.5	80.3	57.1

TABLE 3
Geographic Region of Store

	ALL STORES	COMPANY RETAIL SALES (IN MILLIONS OF DOLLARS)						STORE TYPE		
		UNDER 10	10-30	30-100	100-250	250-500	OVER 500	CONVEN TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	238	8	5	10	12	27	176	98	119	18
NORTHEAST	6.3	12.5	-	-	25.0	33.4	1.1	8.2	5.0	-
SOUTH	52.1	50.0	60.0	70.0	41.7	14.8	57.4	54.1	47.1	83.3
NORTH CENTRAL	29.8	25.0	40.0	20.0	16.7	22.2	32.4	21.4	39.5	5.6
WEST	11.8	12.5	-	10.0	16.6	29.6	9.1	16.3	8.4	11.1

TABLE 4A
Location of Store

	ALL STORES	COMPANY RETAIL SALES (IN MILLIONS OF DOLLARS) UNDER 10	10-30	30-100	100-250	250-500	OVER 500
ALL STORES	236	8	5	10	12	27	174
REGIONAL SHOPPING CENTER	.9	12.5	-	-	-	-	.6
COMMUNITY SHOPPING CENTER	32.6	-	20.0	10.0	41.7	48.2	32.8
NEIGHBORHOOD SHOPPING CENTER	51.7	37.5	60.0	50.0	25.0	40.7	55.7
FREE STANDING	14.8	50.0	20.0	40.0	33.3	11.1	10.9

TABLE 4B
Location of Store

	ALL STORES	STORE TYPE CONVENTIONAL	SUPER STORE	COMBINATION	GEOGRAPHIC LOCATION NORTH EAST	SOUTH	NORTH CENTRAL	WEST
ALL STORES	236	96	119	18	15	124	71	26
REGIONAL SHOPPING CENTER	.9	2.1	-	-	-	.8	1.4	-
COMMUNITY SHOPPING CENTER	32.6	38.5	31.9	-	46.7	36.3	32.4	7.7
NEIGHBORHOOD SHOPPING CENTER	51.7	37.5	66.4	33.3	26.7	47.6	52.1	84.5
FREE STANDING	14.8	21.9	1.7	66.7	26.6	15.3	14.1	7.7

TABLE 4C
Location of Store

		STORE SIZE					
	ALL STORES	UNDER 12,500	12,501- 17,499	17,500- 22,499	22,500- 27,499	27,500- 32,499	32,500 AND OVER
ALL STORES	236	9	8	13	55	101	47
REGIONAL SHOPPING CENTER	.9	11.1	-	-	1.8	-	-
COMMUNITY SHOPPING CENTER	32.6	-	-	30.8	58.2	30.7	19.1
NEIGHBORHOOD SHOPPING CENTER	51.7	33.3	37.5	38.5	34.5	66.3	51.1
FREE STANDING	14.8	55.6	62.5	30.7	5.5	3.0	29.8

SIZE OF NEW STORES OPENED IN 1978

Store Area

In 1978, overall store size regained its momentum after the 1977 dip and exceeded the 1976 level. Companies with sales over $100 million opened larger stores than companies with sales under $100 million.

In the North Central region, free standing stores were substantially smaller (less than 19,000 square feet) than the stores opened in shopping centers. Combination stores averaged almost 54,000 square feet.

Table 5
Average Size of New Supermarkets

(in square feet)

	1974	1975	1976	1977	1978
Total Area	26,035	24,360	29,056	27,504	29,707
Selling Area	19,023	17,000	20,444	19,395	21,280
Ratio of Selling Area to Total Area	74%	70%	70%	71%	72%

Parking

This year the parking area is reported in square footage as it relates to store area. New stores averaged 3.6 square feet of parking area for each square foot of store area. Super stores have more parking relative to store area than other store types, with super stores in the North Central region averaging 8.0 square feet. Neighborhood shopping centers in the North Central region provided the most parking.

General Merchandise

Not only did store size increase in 1978, the typical proportion of space devoted to general merchandise doubled from 1977. The percent of selling area devoted to general merchandise increased in every type of store, with combination stores devoting almost half. In the south, even conventional supermarkets had 20 percent of their selling area allocated to general merchandise.

TABLE 6A
Square Feet of Total Area of Store
(Frequencies)

		COMPANY RETAIL SALES (IN MILLIONS OF DOLLARS)						GEOGRAPHIC LOCATION			
	ALL STORES	UNDER 10	10-30	30-100	100-250	250-500	OVER 500	NORTH EAST	SOUTH	NORTH-CENTRAL	WEST
ALL STORES	235	8	3	10	11	27	176	14	122	71	28
UNDER 12,500 SQUARE FT.	3.8	37.5	-	30.0	18.2	-	.6	-	4.9	4.2	-
12,500 - 17,499 SQ. FT.	3.4	25.0	66.7	10.0	-	-	1.7	-	3.3	5.6	-
17,500 - 22,499 SQ. FT.	5.6	12.5	-	30.0	9.1	11.1	2.8	14.3	4.9	7.1	-
22,500 - 27,499 SQ. FT.	23.4	-	-	10.0	9.1	18.5	27.3	14.3	20.5	33.8	14.3
27,500 - 32,499 SQ. FT.	43.8	25.0	-	10.0	9.1	25.9	52.3	57.1	45.1	40.8	39.3
32,500 AND OVER	20.0	-	33.3	10.0	54.5	44.5	15.3	14.3	21.3	8.5	46.4

TABLE 6B
Average Square Feet of Total Area of Store
(Number of Stores in each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	235	-	76	121	34	95	119	18
NORTHEAST	14	-	7	4	3	7	6	-
SOUTH	122	-	44	58	19	51	56	15
NORTH CENTRAL	71	-	23	37	10	21	47	-
WEST	28	-	-	22	-	16	10	-
TYPE OF STORE	232	-	74	120	34			
CONVENTIONAL	95	-	36	35	20			
SUPER STORE	119	-	38	79	-			
COMBINATION	18	-	-	6	12			

TABLE 6C
Average Square Feet of Total Area of Store
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	29707	-	27984	30975	28450	28000	30975	53820
GEOGRAPHIC LOCATION								
NORTHEAST	30411	-	32000	29111	30000	30000	32000	-
SOUTH	28000	-	28000	30975	53820	28000	30975	53820
NORTH CENTRAL	27407	-	27104	30975	18638	28250	30975	-
WEST	29908	-	-	31431	-	29707	41000	-
TYPE OF STORE								
CONVENTIONAL	28000	-	28000	29665	18513			
SUPER STORE	30975	-	27104	30975	-			
COMBINATION	53820	-	-	41000	53820			

TABLE 7A
Average Square Feet of Selling Area of Store

	ALL STORES	LOCATION OF STORES: REGIONAL SHOPPING CENTER	LOCATION OF STORES: COMMUN. SHOPPING CENTER	LOCATION OF STORES: NEIGH. SHOPPING CENTER	LOCATION OF STORES: FREE-STANDING	STORE TYPE: CONVEN-TIONAL	STORE TYPE: SUPER STORE	STORE TYPE: COMBI-NATION
GEOGRAPHIC LOCATION	235	-	76	121	34	95	119	18
NORTHEAST	14	-	7	4	3	7	6	-
SOUTH	122	-	44	58	19	51	56	15
NORTH CENTRAL	71	-	-	37	10	21	47	-
WEST	28	-	2	22	-	16	10	-
TYPE OF STORE	232	-	74	120	34			
CONVENTIONAL	95	-	36	35	20			
SUPER STORE	119	-	38	79	-			
COMBINATION	18	-	-	6	12			

TABLE 7B
Average Square Feet of Selling Area of Store
(Medians)

	ALL STORES	LOCATION OF STORES				STORE TYPE		
		REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	21280	-	20472	22952	18750	20719	22952	40800
GEOGRAPHIC LOCATION								
NORTHEAST	21890	-	25000	20549	18000	18598	25000	-
SOUTH	21280	-	21280	23043	40800	21280	23043	40800
NORTH CENTRAL	20197	-	-	22952	11631	13500	22952	-
WEST	22666	-	20768	24018	-	20899	35000	-
TYPE OF STORE								
CONVENTIONAL	20719	-	21280	20452	12966			
SUPER STORE	22952	-	20161	22952	-			
COMBINATION	40800	-	-	34250	40800			

TABLE 8A
Average Selling Area of Non-Food Sections

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	104	-	40	37	24	62	24	18
NORTHEAST	13	-	7	3	3	7	6	-
SOUTH	50	-	27	7	15	32	3	15
NORTH CENTRAL	14	-	4	6	4	8	5	-
WEST	27	-	-	21	-	15	10	-
TYPE OF STORE	104	-	40	37	-			
CONVENTIONAL	62	-	30	19	-			
SUPER STORE	24	-	10	12	-			
COMBINATION	18	-	-	6	12			

TABLE 8B
Average Selling Area of Non-Food Sections
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	4256	-	4256	3000	6821	2808	7933	19800
GEOGRAPHIC LOCATION								
NORTHEAST	1600	-	3500	1386	1250	1250	3500	-
SOUTH	4256	-	4256	8000	19800	4256	6905	19800
NORTH CENTRAL	1737	-	-	2437	800	1140	4000	-
WEST	2886	-	-	3000	-	2808	10000	-
TYPE OF STORE								
CONVENTIONAL	2808	-	4256	2808	-			
SUPER STORE	7933	-	4601	10000	-			
COMBINATION	19800	-	-	8375	19800			

TABLE 9A
Square Feet of Parking per Square Foot of Total Area
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	223	-	68	120	31	86	118	18
NORTHEAST	12	-	6	4	-	5	6	-
SOUTH	116	-	39	58	18	45	56	15
NORTH CENTRAL	68	-	21	37	9	20	47	-
WEST	27	-	-	21	2	16	9	-
TYPE OF STORE	222	-	68	119	31			
CONVENTIONAL	86	-	30	35	17			
SUPER STORE	118	-	38	78	-			
COMBINATION	18	-	-	6	12			

TABLE 9B

Square Feet of Parking per Square Foot of Total Area

(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	3.6	-	4.2	3.4	3.0	3.8	4.2	3.0
GEOGRAPHIC LOCATION								
NORTHEAST	3.0	-	3.7	4.6	-	3.2	3.5	-
SOUTH	3.4	-	3.8	3.4	3.0	3.8	3.4	3.0
NORTH CENTRAL	8.0	-	7.6	8.0	3.8	3.7	8.0	-
WEST	3.0	-	-	3.0	2.0	3.0	2.9	-
TYPE OF STORE								
CONVENTIONAL	3.8	-	3.8	3.3	3.2			
SUPER STORE	4.2	-	5.9	3.4	-			
COMBINATION	3.0	-	-	4.0	3.0			

TABLE 10A
Average Percent of General Merchandise in Selling Area
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	104	-	40	37	24	62	24	18
NORTHEAST	13	-	7	3	3	7	6	-
SOUTH	50	-	27	7	15	32	3	15
NORTH CENTRAL	14	-	4	6	4	8	5	-
WEST	27	-	-	21	-	15	10	-
TYPE OF STORE	104	-	40	37	24			
CONVENTIONAL	62	-	30	19	10			
SUPER STORE	24	-	10	12	-			
COMBINATION	18	-	-	6	12			

TABLE 10B
Average Percent of General Merchandise in Selling Area
(Medians)

	ALL STORES	LOCATION OF STORES				STORE TYPE		
		REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	20	-	20	14	26	14	28	49
GEOGRAPHIC LOCATION								
NORTHEAST	8	-	14	7	8	7	14	-
SOUTH	20	-	20	24	49	20	26	49
NORTH CENTRAL	9	-	-	11	6	7	21	-
WEST	14	-	-	14	-	13	29	-
TYPE OF STORE								
CONVENTIONAL	14	-	20	13	6			
SUPER STORE	28	-	21	29	-			
COMBINATION	49	-	-	25	49			

Average Weekly Sales

The increase in store size and greater emphasis on super stores and combination units helped contribute to a dramatic increase in average weekly sales. However, weekly sales in conventional supermarkets also increased sharply ($120,000 in 1978 vs. $85,000 in 1977). The typical combination store had weekly sales of over a quarter of a million.

Table 11
Sales of New Supermarkets

	1974	1975	1976	1977	1978
Average Weekly Sales	$80,220	$76,999	$98,000	$95,000	$137,843
Sales per Square Foot of Total Area	$3.05	$3.19	$3.45	$3.48	$4.29
Sales per Square Foot of Selling Area	$4.22	$4.50	$4.78	$4.92	$5.64

Sales Per Square Foot

Average weekly sales per square foot of selling area also increased to $5.64, with stores in the Northeast making the most productive use of their space. The difference between store types was minimal.

Sales Per Customer Transaction

Sales per transaction increased markedly in 1978 for super stores and combinations, however it was down slightly for conventionals. The average sales per customer transaction increased to $12.80.

General Merchandise

As expected, sales of general merchandise as a percent of a new store sales are up given the increase in the size of the combinations in 1978. However, even in conventional stores, general merchandise sales have increased from 6% in 1977 to 8% in 1978. Twenty seven percent of combination store sales was in general merchandise.

TABLE 12A
Average Weekly Sales
(Number of Stores in each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	234	-	76	119	35	95	119	18
NORTHEAST	14	-	7	3	4	8	6	-
SOUTH	123	-	45	58	19	52	56	15
NORTH CENTRAL	71	-	23	37	10	21	47	-
WEST	26	-	-	21	-	14	10	-
TYPE OF STORE	232	-	74	119	35			
CONVENTIONAL	95	-	36	34	21			
SUPER STORE	119	-	38	79	-			
COMBINATION	18	-	-	6	12			

TABLE 12B
Average Weekly Sales
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	137843	-	120000	140754	185000	120000	140754	251000
GEOGRAPHIC LOCATION								
NORTHEAST	200000	-	200000	190000	195751	177500	209251	-
SOUTH	120000	-	120000	140000	251000	120000	117250	251000
NORTH CENTRAL	150000	-	137843	150891	76000	81000	150891	-
WEST	140000	-	-	140000	-	127750	150000	-
TYPE OF STORE								
CONVENTIONAL	120000	-	120000	123600	80000			
SUPER STORE	140754	-	83599	149707	-			
COMBINATION	251000	-	-	200000	251000			

TABLE 13A

Average Weekly Sales per Square Foot of Total Area

(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	231	-	75	118	34	92	119	18
NORTHEAST	13	-	7	3	3	7	6	-
SOUTH	121	-	44	57	19	50	56	15
NORTH CENTRAL	71	-	23	37	10	21	47	-
WEST	26	-	-	21	-	14	10	-
TYPE OF STORE	229	-	73	118	34			
CONVENTIONAL	92	-	35	33	20			
SUPER STORE	119	-	38	79	-			
COMBINATION	18	-	-	6	12			

TABLE 13B
Average Weekly Sales per Square Foot of Total Area
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	4.29	-	4.29	4.54	4.54	4.29	4.54	4.66
GEOGRAPHIC LOCATION								
NORTHEAST	5.83	-	6.25	5.61	4.09	4.87	6.25	-
SOUTH	4.29	-	4.29	3.89	4.66	4.29	3.79	4.66
NORTH CENTRAL	4.87	-	4.29	4.87	3.91	3.95	4.87	-
WEST	3.82	-	-	3.82	-	4.23	3.66	-
TYPE OF STORE								
CONVENTIONAL	4.29	-	4.29	4.09	3.95			
SUPER STORE	4.54	-	3.32	4.54	-			
COMBINATION	4.66	-	-	4.91	4.66			

TABLE 14A

Average Weekly Sales per Square Foot of Selling Area

(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	231	-	75	118	34	92	119	18
NORTHEAST	13	-	7	3	3	7	6	-
SOUTH	121	-	44	57	19	50	56	15
NORTH CENTRAL	71	-	23	37	10	21	47	-
WEST	26	-	-	21	-	14	10	-
TYPE OF STORE	229	-	73	118	34			
CONVENTIONAL	92	-	35	33	20			
SUPER STORE	119	-	38	79	-			
COMBINATION	18	-	-	6	12			

TABLE 14B
Average Weekly Sales per Square Foot of Selling Area
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	5.64	-	5.64	6.11	6.15	5.64	6.11	6.15
GEOGRAPHIC LOCATION								
NORTHEAST	8.00	-	8.00	7.69	6.19	6.79	8.00	-
SOUTH	5.64	-	5.64	5.60	6.15	5.64	5.07	6.15
NORTH CENTRAL	6.57	-	5.61	6.57	5.99	5.62	6.57	-
WEST	5.32	-	-	4.45	-	5.92	4.29	-
TYPE OF STORE								
CONVENTIONAL	5.64	-	5.64	5.60	5.39			
SUPER STORE	6.11	-	4.52	6.11	-			
COMBINATION	6.15	-	-	5.86	6.15			

TABLE 15
Average Sales per Square Foot by Store Size

		STORE SIZE					
	ALL STORES	UNDER 12,500	12,501- 17,499	17,500- 22,499	22,500- 27,499	27,500- 32,499	32,500 AND OVER
SALES PER SQ. FOOT	231	9	8	13	54	100	47
AVERAGE SALES	6.13	6.55	7.25	6.07	5.98	6.45	5.38

TABLE 16A
Average Sales per Customer Transaction
(Number of Stores in each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	224	-	73	115	32	88	116	18
NORTHEAST	12	-	5	3	4	8	4	-
SOUTH	115	-	44	54	16	45	55	15
NORTH CENTRAL	71	-	23	37	10	21	47	-
WEST	26	-	-	21	-	14	10	-
TYPE OF STORE	222	-	71	115	32			
CONVENTIONAL	88	-	35	31	18			
SUPER STORE	116	-	36	78	-			
COMBINATION	18	-	-	6	12			

TABLE 16B
Average Sales per Customer Transaction
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	12.80	-	13.86	13.53	12.29	10.31	16.04	12.66
GEOGRAPHIC LOCATION								
NORTHEAST	12.80	-	12.80	14.00	12.39	13.75	12.80	-
SOUTH	12.66	-	11.92	13.29	12.66	9.42	16.04	12.66
NORTH CENTRAL	16.27	-	14.02	16.27	9.87	10.50	16.27	-
WEST	10.71	-	-	10.00	-	11.89	10.00	-
TYPE OF STORE								
CONVENTIONAL	10.31	-	9.42	11.25	10.06			
SUPER STORE	16.04	-	16.04	16.27	-			
COMBINATION	12.66	-	-	11.86	12.66			

TABLE 17
Average Sales per Customer Transaction (In Dollars) by Store Size

		STORE SIZE					
	ALL STORES	UNDER 12,500	12,501- 17,499	17,500- 22,499	22,500- 27,499	27,500- 32,499	32,500 AND OVER
SALES PER CUSTOMER TRANSACTION	224	6	7	12	54	97	47
AVERAGE SALES	13.15	10.59	10.42	11.64	14.66	13.50	11.84

TABLE 18A

Average Percent of General Merchandise in Average Weekly Sales

(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	112	-	42	40	27	71	23	18
NORTHEAST	10	-	5	-	3	5	5	-
SOUTH	54	-	31	9	14	36	3	15
NORTH CENTRAL	23	-	5	9	8	17	5	-
WEST	25	-	-	20	-	13	10	-
TYPE OF STORE	112	-	42	40	27			
CONVENTIONAL	71	-	33	22	13			
SUPER STORE	23	-	9	12	-			
COMBINATION	18	-	-	6	12			

TABLE 18B
Average Percent of General Merchandise in Average Weekly Sales
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	12	-	14	10	14	8	12	27
GEOGRAPHIC LOCATION								
NORTHEAST	8	-	8	-	3	5	8	-
SOUTH	15	-	15	25	27	15	12	27
NORTH CENTRAL	5	-	6	5	5	5	9	-
WEST	10	-	-	11	-	7	17	-
TYPE OF STORE								
CONVENTIONAL	8	-	15	7	5			
SUPER STORE	12	-	8	17	-			
COMBINATION	27	-	-	22	27			

Checkouts

The number of checkouts in a typical new supermarket increased to nine. This finding is consistent with the earlier observation that larger new stores were being opened.

Average weekly sales per checkout increased notably from $11,333 in 1977 to $14,687 in 1978, with all three store types registering an appreciable gain.

Seventy percent of the new stores being opened are installing checkouts that can be upgradeable to scanning. The most popular checkstand design is over-the-counter.

Electronic Cash Registers

The majority of new stores opened were installing electronic cash registers, however only 37% are equipped with electronic scales. Most popular are the models connected to in-store computers.

TABLE 19
Checkouts in Store By Store Size

	ALL STORES	STORE SIZE					
		UNDER 12,500	12,501-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER
TOTAL	236	9	8	13	54	102	47
UNDER 5	3.0	77.8	-	-	-	-	-
5	3.0	22.2	50.0	7.7	-	-	-
6	5.9	-	25.0	23.1	14.8	-	-
7-8	31.8	-	12.5	61.5	61.1	32.3	-
9-10	36.0	-	12.5	7.7	22.2	49.0	40.4
11-12	12.3	-	-	-	1.9	16.7	23.4
13 AND OVER	8.0	-	-	-	-	2.0	36.2
TYPE OF CHECKOUTS: (FOOD AND GENERAL MERCHANDISE)							
COMMON	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SEPARATE	-	-	-	-	-	-	-

TABLE 20A

Average Number of Checkouts

(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	236	-	76	121	35	96	119	18
NORTHEAST	15	-	7	4	4	8	6	-
SOUTH	124	-	45	59	19	53	56	15
NORTH CENTRAL	70	-	22	37	10	20	47	-
WEST	27	-	-	21	-	15	10	-
TYPE OF STORE	233	-	74	120	35			
CONVENTIONAL	96	-	36	35	21			
SUPER STORE	119	-	38	79	-			
COMBINATION	18	-	-	6	12			

TABLE 20B
Average Number of Checkouts
(Medians)

	ALL STORES	LOCATION OF STORES: REGIONAL SHOPPING CENTER	LOCATION OF STORES: COMMUN. SHOPPING CENTER	LOCATION OF STORES: NEIGH. SHOPPING CENTER	LOCATION OF STORES: FREE-STANDING	STORE TYPE: CONVEN-TIONAL	STORE TYPE: SUPER STORE	STORE TYPE: COMBI-NATION
ALL STORES	9	-	9	10	10	7	10	13
GEOGRAPHIC LOCATION								
NORTHEAST	10	-	10	10	9	9	10	-
SOUTH	8	-	7	10	13	7	10	13
NORTH CENTRAL	10	-	9	10	9	8	10	-
WEST	9	-	-	9	-	8	10	-
TYPE OF STORE								
CONVENTIONAL	7	-	7	8	7			
SUPER STORE	10	-	8	10	-			
COMBINATION	13	-	-	15	13			

TABLE 21
Sales per Checkout by Store Size

		STORE SIZE					
	ALL STORES	UNDER 12,500	12,501- 17,499	17,500- 22,499	22,500- 27,499	27,500- 32,499	32,500 AND OVER
ALL STORES	232	9	8	13	53	99	47
UNDER $8,000	4.7	66.7	12.5	7.7	3.8	-	-
$8,000 - $9,999	4.3	11.1	12.5	7.7	3.8	4.1	2.1
$10,000 - $11,999	23.3	-	37.5	61.5	39.6	14.1	17.0
$12,000 - $13,999	14.7	-	12.5	-	15.1	17.2	14.9
$14,000 - $15,999	22.8	-	12.5	7.7	17.0	31.3	23.4
$16,000 - $17,999	12.5	-	-	7.7	-	24.2	8.5
$18,000 AND OVER	17.7	22.2	12.5	7.7	20.7	9.1	34.1

TABLE 22A
Average Weekly Sales per Checkout
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	232	-	75	118	35	93	119	18
NORTHEAST	14	-	7	3	4	8	6	-
SOUTH	123	-	45	58	19	52	56	15
NORTH CENTRAL	70	-	22	37	10	20	47	-
WEST	25	-	-	20	-	13	10	-
TYPE OF STORE	230	-	73	118	35			
CONVENTIONAL	93	-	35	33	21			
SUPER STORE	119	-	38	79	-			
COMBINATION	18	-	-	6	12			

TABLE 22B
Average Weekly Sales per Checkout
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	14687	-	15316	13599	18500	14188	13800	19308
GEOGRAPHIC LOCATION								
NORTHEAST	20000	-	19167	20000	21763	17709	20000	-
SOUTH	12796	-	17143	12796	19308	17143	12113	19308
NORTH CENTRAL	15089	-	13908	15089	9500	11000	15089	-
WEST	15000	-	-	15000	-	15429	15000	-
TYPE OF STORE								
CONVENTIONAL	14188	-	17143	12000	10000			
SUPER STORE	13800	-	11943	15000	-			
COMBINATION	19308	-	-	13333	19308			

TABLE 23A
Electronic Cash Registers

	ALL STORES	STORE SIZE: UNDER 12,500	12,501-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER
TOTAL	238	9	8	13	55	103	47
STORE HAS ELECTRONIC CASH REGISTERS	95.4	66.7	87.5	76.9	96.4	99.0	100.0
STORE DOES NOT HAVE ELECTRONIC CASH REGISTERS	4.6	33.3	12.5	23.1	3.6	1.0	-
EQUIPPED WITH ELECTRONIC SCALES							
YES	37.4	33.3	62.5	61.5	16.4	21.4	93.0
NO	62.6	66.7	37.5	38.5	83.6	78.6	17.0
MODEL TYPE	227	6	7	10	53	102	47
STAND ALONE	31.7	100.0	85.7	50.0	11.3	33.2	21.3
CONNECTED TO IN-STORE COMPUTER	64.8	-	14.3	50.0	88.7	58.8	68.1
EQUIPPED WITH FRONT-END SCANNERS	3.5	-	-	-	-	3.0	10.6

TABLE 23B
Electronic Cash Registers

	ALL STORES	STORE TYPE: CONVENTIONAL	STORE TYPE: SUPER STORE	STORE TYPE: COMBINATION	GEOGRAPHIC LOCATION: NORTH EAST	GEOGRAPHIC LOCATION: SOUTH	GEOGRAPHIC LOCATION: NORTH CENTRAL	GEOGRAPHIC LOCATION: WEST
TOTAL	238	98	119	18	15	124	71	28
STORE HAS ELECTRONIC CASH REGISTERS	95.4	89.8	100.0	100.0	86.7	95.2	95.8	100.0
STORE DOES NOT HAVE ELECTRONIC CASH REGISTERS	4.6	10.2	-	-	13.3	4.8	4.2	-
EQUIPPED WITH ELECTRONIC SCALES								
YES	37.4	49.0	17.6	100.0	60.0	24.2	31.0	100.0
NO	62.6	51.0	82.4	-	40.0	75.8	69.0	-
MODEL TYPE	227	88	119	18	13	118	68	28
STAND ALONE	31.7	71.6	5.9	-	38.5	33.9	16.2	57.2
CONNECTED TO IN-STORE COMPUTER	64.8	28.4	89.9	83.3	30.8	66.1	82.3	32.1
EQUIPPED WITH FRONT-END SCANNERS	3.5	-	4.2	16.7	30.7	-	1.5	10.7

TABLE 24A
Checkouts

		STORE SIZE					
	ALL STORES	UNDER 12,500	12,501-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER
CHECKOUT CAN BE UPGRADED TO SCANNING SYSTEM	235	9	8	13	55	103	44
YES	69.8	22.2	62.5	53.8	87.3	59.2	88.6
NO	30.2	77.8	37.5	46.2	12.7	40.8	11.4

TABLE 24B
Checkouts

		STORE TYPE			GEOGRAPHIC LOCATION			
	ALL STORES	CONVENTIONAL	SUPER STORE	COMBINATION	NORTH EAST	SOUTH	NORTH CENTRAL	WEST
CHECKOUT CAN BE UPGRADED TO SCANNING SYSTEM	235	98	117	17	14	124	70	27
YES	69.8	62.2	71.8	100.0	57.1	86.3	52.9	44.4
NO	30.2	37.8	28.2	-	42.9	13.7	47.1	55.6

TABLE 25A
Type of Checkstand

	ALL STORES	STORE SIZE						LOCATION OF STORES			
		UNDER 12,500	12,500-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGHB. SHOPPING CENTER	FREE-STANDING
TOTAL	234	9	8	12	53	103	46	2	76	119	35
OVER-THE-END	22.2	-	25.0	8.3	17.0	25.2	30.4	-	44.8	4.2	37.1
OVER-THE COUNTER	40.6	22.2	62.5	50.0	47.1	41.7	26.1	50.0	26.3	53.8	22.9
DOUBLE BELT	21.8	11.1	-	-	30.2	28.2	10.9	-	17.1	30.2	5.7
SINGLE BELT	9.8	66.7	12.5	41.7	1.9	4.9	8.7	50.0	9.2	2.5	34.3
LAZY SUSAN	3.9	-	-	-	3.8	-	15.2	-	-	7.6	-
OTHER	1.7	-	-	-	-	-	8.7	-	2.6	1.7	-
METHOD OF UNLOADING CART	234	7	7	13	54	103	47	2	77	120	33
CUSTOMER UNLOAD	70.5	57.1	-	30.8	83.3	80.6	59.6	-	81.8	68.3	60.6
CHECKER UNLOAD	29.5	42.9	100.0	69.2	16.7	19.4	40.4	100.0	18.2	31.7	39.4

TABLE 25B
Type of Checkstand

	ALL STORES	STORE TYPE			GEOGRAPHIC LOCATION			
		CONVENTIONAL	SUPER STORE	COMBINATION	NORTH EAST	SOUTH	NORTH CENTRAL	WEST
TOTAL	234	95	119	17	13	124	70	27
OVER-THE-END	22.2	29.5	9.2	76.5	-	33.9	12.9	3.7
OVER-THE COUNTER	40.6	40.0	47.1	-	7.7	45.2	27.1	70.4
DOUBLE BELT	21.8	6.3	37.8	-	30.8	5.6	55.7	3.7
SINGLE BELT	9.8	14.7	5.9	11.8	61.5	3.9	1.4	11.1
LAZY SUSAN	3.9	9.5	-	-	-	4.8	-	11.1
OTHER	1.7	-	-	11.7	-	1.6	2.9	-
METHOD OF UNLOADING CART	234	94	119	18	15	121	71	27
CUSTOMER UNLOAD	70.5	47.9	89.1	66.7	80.0	79.3	70.4	25.9
CHECKER UNLOAD	29.5	52.1	10.9	33.3	20.0	20.7	29.6	74.1

SPECIALTY DEPARTMENTS

A delicatessen with both service and self-service was the most popular specialty department in 1978. Only 34% of the newly opened stores in 1977 had delis, in sharp contrast to 1978 with 78%. Floral/plant shops are still very popular (68%).

After dipping sharply in 1977, the number of new stores installing restaurant/lunch counters was on the increase, surpassing the 1976 figure of 10.8% to 15.2%. They were most popular in the Northeast.

On a regional basis, wine and liquor departments were most popular in the West, bake-off (frozen dough) bakeries in the Northeast, and floral/plant shops in the North Central Region.

TABLE 26A
Specialty Departments

	ALL STORES	STORE SIZE: UNDER 12,500	12,501-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER
ALL STORES	231	8	5	11	54	103	47
RESTAURANT/LUNCH COUNTER	15.2	12.5	-	45.5	5.6	5.8	40.4
DELICATESSEN - SERVICE ONLY	13.0	50.0	40.0	36.4	-	5.8	25.5
DELICATESSEN - SELF-SERVICE ONLY	4.8	25.0	-	-	1.9	1.0	12.8
DELICATESSEN - BOTH SERVICE AND SELF-SERVICE	78.4	12.5	40.0	45.5	92.6	87.4	70.2
COURTESY BOOTH	63.2	25.0	60.0	9.1	85.2	65.0	48.9
FLORAL/PLANT SHOP	68.4	-	60.0	54.5	98.9	71.8	53.2
WINE	24.2	-	40.0	36.4	7.4	7.8	76.6
LIQUOR	12.6	25.0	-	9.1	5.6	1.0	46.8
SERVICE MEAT	21.2	37.5	-	9.1	3.7	10.7	63.8
FRESH SEAFOOD	19.0	-	-	9.1	5.6	12.6	51.1
SCRATCH (MIX) BAKERY	27.7	25.0	40.0	45.5	7.4	13.6	78.7
BAKE-OFF (FROZEN DOUGH) BAKERY	21.6	25.0	40.0	27.3	9.3	28.2	14.9
COLDSPOT (NO BAKERY ON PREMISES)	46.3	25.0	-	-	75.9	55.3	14.9
COMBINATION SCRATCH/ BAKE-OFF BAKERY	.9	-	-	9.1	1.9	-	-
PHARMACY	12.1	-	-	-	-	-	57.4

TABLE 26B
Specialty Departments

	ALL STORES	STORE TYPE: CONVENTIONAL	STORE TYPE: SUPER STORE	STORE TYPE: COMBINATION	GEOGRAPHIC LOCATION: NORTH EAST	GEOGRAPHIC LOCATION: SOUTH	GEOGRAPHIC LOCATION: NORTH CENTRAL	GEOGRAPHIC LOCATION: WEST
ALL STORES	231	91	119	18	15	120	69	27
RESTAURANT/LUNCH COUNTER	15.2	14.3	3.4	100.0	20.0	14.2	17.4	11.1
DELICATESSEN - SERVICE ONLY	13.0	19.8	4.2	27.8	46.7	14.2	7.2	3.7
DELICATESSEN - SELF-SERVICE ONLY	4.8	5.5	3.4	11.1	13.3	3.3	5.8	3.7
DELICATESSEN - BOTH SERVICE AND SELF-SERVICE	78.4	60.4	92.4	83.3	46.7	79.2	87.0	70.4
COURTESY BOOTH	63.2	35.2	86.6	44.4	86.7	50.8	81.2	14.8
FLORAL/PLANT SHOP	68.4	40.7	95.0	44.4	66.7	59.2	81.2	77.8
WINE	24.2	30.8	10.1	88.9	20.0	25.0	8.7	63.0
LIQUOR	12.6	11.0	6.7	61.1	6.7	10.0	4.3	48.1
SERVICE MEAT	21.2	30.8	10.1	38.9	46.7	15.0	5.8	74.1
FRESH SEAFOOD	19.0	23.1	11.8	44.4	53.3	10.0	4.3	77.8
SCRATCH (MIX) BAKERY	27.7	34.1	13.4	94.4	20.0	20.0	20.3	85.2
BAKE-OFF (FROZEN DOUGH) BAKERY	21.6	48.4	3.4	11.1	40.0	28.3	11.6	7.4
COLDSPOT (NO BAKERY ON PREMISES)	46.3	3.3	82.4	16.7	20.0	49.2	55.2	-
COMBINATION SCRATCH/ BAKE-OFF BAKERY	.9	2.2	-	-	6.7	-	1.4	-
PHARMACY	12.1	1.1	7.6	100.0	13.3	12.5	1.4	37.0

Ninety one percent of the new stores paid rent to a landlord last year. In the Northeast, all of the stores were leased from an independent landlord, with the majority of these leases running for a period of 20-24 years.

The average rent paid, regardless of the payment method, was $104,447, running the highest at $140,413 in the Northeast. The most popular method of determining rent (73%) continues to be a fixed minimum amount with a maximum based on a percentage of sales. The typical minimum rent increased over $10,000 in 1978, to almost $104,450. The average rent based on square footage was $3.62.

TABLE 27
Services Provided by the Landlord

	1974 (328)	1975 (234)	1976 (198)	1977 (332)	1978 (194)
Installation of Heating/Air Conditioning	59%	74%	87%	83%	91%
Maintenance of Heating/Air Conditioning	5	23	12	5	12
Installation of Customer Parking	61	74	89	85	97
Maintenance of Customer Parking	30	46	40	66	52
Sprinkler Systems	44	53	80	77	90
Insurance	26	45	40	19	75
Taxes	30	32	36	22	75
Absorbing Tax Increases	9	12	22	7	28

In 1978, the number of landlords providing for payment of taxes and insurance in their leases increased dramatically to 75%. In fact, 28% of the landlords are also absorbing tax increases, up from only 7% in 1977. The only decrease in landlord service in leases involved parking lot maintenance.

TABLE 28A
Ownership Lease Arrangement

	ALL STORES	STORE SIZE						LOCATION OF STORES			
		UNDER 12,500	12,500-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGHB. SHOPPING CENTER	FREE-STANDING
ALL STORES	235	9	8	13	55	103	44	2	77	119	35
NO RENT PAID	4.3	33.3	25.0	-	-	4.8	-	-	1.3	2.5	17.1
RENT PAID TO A SUBSIDIARY	4.2	22.2	12.5	-	3.6	1.0	6.8	-	-	5.9	8.6
RENT PAID TO A LANDLORD	91.5	44.5	62.5	100.0	96.4	94.2	93.2	100.0	98.7	91.6	74.3
STORES PAYING RENT	220	6	6	13	51	98	44	1	75	115	27
LEASED FROM AN INDEPENDENT LANDLORD	90.9	66.7	66.7	92.3	96.1	96.9	77.3	-	98.7	96.5	48.1
BUILD-SELL-LEASE BACK ARRANGEMENT	9.1	33.3	33.3	7.7	3.9	3.1	22.7	100.0	1.3	3.5	51.9

TABLE 28B
Ownership Lease Arrangement

		STORE TYPE			GEOGRAPHIC LOCATION			
	ALL STORES	CONVEN TIONAL	SUPER STORE	COMBI- NATION	NORTH EAST	SOUTH	NORTH CENTRAL	WEST
ALL STORES	235	98	119	15	15	121	71	28
NO RENT PAID	4.3	7.2	2.5	-	-	5.8	2.8	3.6
RENT PAID TO A SUBSIDIARY	4.2	6.1	.9	20.0	13.3	3.3	2.8	7.1
RENT PAID TO A LANDLORD	91.5	86.7	96.6	80.0	86.7	90.9	94.4	89.3
STORES PAYING RENT	220	86	114	17	14	114	66	26
LEASED FROM AN INDEPENDENT LANDLORD	90.9	90.7	98.2	41.2	100.0	87.7	93.9	92.3
BUILD-SELL-LEASE BACK ARRANGEMENT	9.1	9.3	1.8	58.8	-	12.3	6.1	7.7

TABLE 29A
Original Term of the Lease

		STORE SIZE						LOCATION OF STORES			
	ALL STORES	UNDER 12,500	12,500-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGHB. SHOPPING CENTER	FREE-STANDING
ALL STORES	221	6	5	12	54	98	43	2	72	116	29
UNDER 10 YEARS	.9	16.7	-	-	1.9	-	-	-	-	-	6.9
10 - 14 YEARS	1.8	33.3	-	16.7	-	-	-	-	-	1.7	6.9
15 - 19 YEARS	7.2	-	-	-	-	15.3	-	-	-	12.1	6.9
20 - 24 YEARS	64.3	33.3	60.0	50.0	87.0	70.4	32.6	50.0	81.9	63.8	27.6
25 - 29 YEARS	17.2	-	20.0	25.0	7.4	13.3	37.2	-	12.5	13.8	37.9
30 YEARS OR MORE	8.6	16.7	20.0	8.3	3.7	1.0	30.2	50.0	5.6	8.6	13.8

TABLE 29B
Original Term of the Lease

		STORE TYPE			GEOGRAPHIC LOCATION			
	ALL STORES	CONVEN TIONAL	SUPER STORE	COMBI- NATION	NORTH EAST	SOUTH	NORTH CENTRAL	WEST
ALL STORES	221	88	114	18	14	115	66	26
UNDER 10 YEARS	.9	2.3	-	-	-	-	3.1	-
10 - 14 YEARS	1.8	4.6	-	-	-	2.6	1.5	-
15 - 19 YEARS	7.2	2.3	12.3	-	14.3	12.2	-	-
20 - 24 YEARS	64.3	54.5	78.9	16.7	57.1	63.5	92.4	-
25 - 29 YEARS	17.2	26.1	1.8	72.2	28.6	16.5	3.0	50.0
30 YEARS OR MORE	8.6	10.2	7.0	11.1	-	5.2	-	50.0

TABLE 30A

Average Rent*

(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	226	-	76	118	28	90	115	18
NORTHEAST	15	-	7	4	4	8	6	-
SOUTH	115	-	44	56	14	47	53	15
CENTRAL	69	-	23	37	8	19	47	-
WEST	27	-	-	21	-	16	9	-
TYPE OF STORE	223	-	74	117	28			
CONVENTIONAL	90	-	37	34	15			
SUPER STORE	115	-	37	77	-			
COMBINATION	18	-	-	6	12			

*regardless of method of payment

TABLE 30B
Average Rent*
(Medians)

	ALL STORES	LOCATION OF STORES				STORE TYPE		
		REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	104447	-	97574	119253	181105	90000	119253	187600
GEOGRAPHIC LOCATION								
NORTHEAST	140413	-	100000	146235	175000	146235	103200	-
SOUTH	104000	-	90000	119253	187600	90000	119253	187600
NORTH CENTRAL	111120	-	97704	131643	90188	79500	131643	-
WEST	99500	-	-	109000	-	33000	145000	-
TYPE OF STORE								
CONVENTIONAL	90000	-	90000	60984	62757			
SUPER STORE	119253	-	97704	122352	-			
COMBINATION	187600	-	-	132000	187600			

*regardless of method of payment

TABLE 31A
Means of Determining Rent

	ALL STORES	STORE SIZE						LOCATION OF STORES			
		UNDER 12,500	12,500-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGHB. SHOPPING CENTER	FREE-STANDING
ALL STORES	224	6	6	12	55	97	45	2	73	119	28
PERCENTAGE OF SALES	2.2	16.7	-	-	1.8	-	6.7	-	4.1	-	7.1
FIXED MINIMUM AMOUNT WITH A MAXIMUM BASED ON A PERCENTAGE OF SALES	73.2	16.7	33.3	66.7	85.5	78.4	84.4	50.0	91.8	74.8	17.9
FIXED MONTHLY AMOUNT PER SQUARE FOOT	22.8	50.0	66.7	25.0	10.9	20.6	28.9	50.0	4.1	23.5	67.9
OTHER WAY	1.8	16.6	-	8.3	1.8	1.0	-	-	-	1.7	7.1

TABLE 31B
Means of Determining Rent

		STORE TYPE			GEOGRAPHIC LOCATION			
	ALL STORES	CONVENTIONAL	SUPER STORE	COMBINATION	NORTH EAST	SOUTH	NORTH CENTRAL	WEST
ALL STORES	224	90	114	18	13	116	68	27
PERCENTAGE OF SALES	2.2	2.2	2.6	-	-	.9	5.9	-
FIXED MINIMUM AMOUNT WITH A MAXIMUM BASED ON A PERCENTAGE OF SALES	73.2	71.1	81.6	33.3	38.5	69.0	82.4	85.2
FIXED MONTHLY AMOUNT PER SQUARE FOOT	22.8	22.2	15.8	66.7	53.8	29.3	8.8	14.8
OTHER WAY	1.8	4.5	-	-	7.7	.8	2.9	-

TABLE 32A

Amount of Rent Paid

(Fixed Minimum Amount per Year with a Maximum Amount Based on a Percentage of Sales)

		STORE SIZE						LOCATION OF STORES			
	ALL STORES	UNDER 12,500	12,500-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGHB. SHOPPING CENTER	FREE-STANDING
MINIMUM ANNUAL RENT	172	2	2	9	49	80	30	1	73	89	7
UNDER $50,000	7.0	100.0	-	11.1	2.0	7.5	6.7	-	2.7	7.9	14.3
$50,000 - $74,999	5.2	-	100.0	66.7	2.0	-	-	-	1.4	6.7	28.6
$75,000 - $99,999	35.5	-	-	22.2	63.3	30.0	13.3	100.0	72.6	6.7	14.3
$100,000 - $124,999	22.7	-	-	-	28.6	22.5	23.3	-	15.1	31.5	-
$125,000 AND OVER	29.6	-	-	-	4.1	40.0	56.7	-	8.2	47.2	42.8
PERCENT OF SALES	166	1	2	8	47	77	30	1	72	86	5
UNDER 1.00	5.4	-	-	-	2.1	7.8	6.7	-	4.2	4.6	-
1.00 - 1.249	78.3	-	100.0	62.5	91.5	88.3	40.0	100.0	83.3	79.1	20.0
1.25 - 1.499	9.1	-	-	25.0	2.1	1.3	33.3	-	2.8	12.8	40.0
1.50 - 1.749	6.0	100.0	-	12.5	4.3	1.3	16.7	-	9.7	1.2	40.0
1.75 AND OVER	1.2	-	-	-	-	1.3	3.3	-	-	2.3	-

TABLE 32B
Amount of Rent Paid
(Fixed Minimum Amount per Year with a Maximum Amount Based on a Percentage of Sales)

		STORE TYPE			GEOGRAPHIC LOCATION			
	ALL STORES	CONVENTIONAL	SUPER STORE	COMBINATION	NORTH EAST	SOUTH	NORTH CENTRAL	WEST
MINIMUM ANNUAL RENT	172	69	99	3	11	79	59	23
UNDER $50,000	7.0	16.0	1.0	-	-	3.8	1.7	34.8
$50,000 - $74,999	5.2	13.0	-	-	9.1	2.5	8.5	4.4
$75,000 - $99,999	35.5	40.6	32.3	-	36.4	53.2	23.7	4.3
$100,000 - $124,999	22.7	13.0	30.3	-	9.1	35.4	13.6	8.7
$125,000 AND OVER	29.6	17.4	36.4	100.0	45.4	5.1	52.5	47.8
PERCENT OF SALES	166	65	96	3	7	77	59	23
UNDER 1.00	5.4	10.8	-	-	-	-	3.4	30.4
1.00 - 1.249	78.3	64.6	90.6	33.3	57.1	90.9	93.2	4.4
1.25 - 1.499	9.1	9.2	9.4	-	28.6	1.3	1.7	47.8
1.50 - 1.749	6.0	12.3	-	66.7	-	7.8	1.7	13.1
1.75 AND OVER	1.2	3.1	-	-	14.3	-	-	4.3

TABLE 33A
Minimum Annual Rent
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	173	-	74	89	7	69	99	3
NORTHEAST	11	-	7	3	-	6	5	-
SOUTH	79	-	43	35	-	38	40	-
NORTH CENTRAL	60	-	22	34	3	13	45	-
WEST	23	-	-	17	-	12	9	-
TYPE OF STORE	171	-	72	89	7			
CONVENTIONAL	69	-	36	26	4			
SUPER STORE	99	-	36	62	-			
COMBINATION	3	-	-	-	-			

TABLE 33B
Minimum Annual Rent
(Medians)

	ALL STORES	LOCATION OF STORES: REGIONAL SHOPPING CENTER	LOCATION OF STORES: COMMUN. SHOPPING CENTER	LOCATION OF STORES: NEIGH. SHOPPING CENTER	LOCATION OF STORES: FREE-STANDING	STORE TYPE: CONVEN-TIONAL	STORE TYPE: SUPER STORE	STORE TYPE: COMBI-NATION
ALL STORES	104447	-	97574	119253	95000	90000	119253	189000
GEOGRAPHIC LOCATION								
NORTHEAST	106400	-	96000	152720	-	138320	96000	-
SOUTH	97574	-	90000	110000	-	90000	101011	-
NORTH CENTRAL	131643	-	97704	131643	95000	86125	131643	-
WEST	109600	-	-	145000	-	33000	145000	-
TYPE OF STORE								
CONVENTIONAL	90000	-	90000	85784	79879			
SUPER STORE	119253	-	97639	131643	-			
COMBINATION	189000	-	-	-	-			

TABLE 34A
Average Rent per Square Foot

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	224	-	75	118	27	88	115	18
NORTHEAST	14	-	7	4	3	7	6	-
SOUTH	114	-	43	56	14	46	53	15
NORTH CENTRAL	69	-	23	37	8	19	47	-
WEST	27	-	-	21	-	16	9	-
TYPE OF STORE	221	-	73	117	27			
CONVENTIONAL	88	-	36	34	14			
SUPER STORE	115	-	37	77	-			
COMBINATION	18	-	-	6	12			

TABLE 34B
Average Rent per Square Foot
(Medians)

	ALL STORES	LOCATION OF STORES: REGIONAL SHOPPING CENTER	LOCATION OF STORES: COMMUN. SHOPPING CENTER	LOCATION OF STORES: NEIGH. SHOPPING CENTER	LOCATION OF STORES: FREE-STANDING	STORE TYPE: CONVEN-TIONAL	STORE TYPE: SUPER STORE	STORE TYPE: COMBI-NATION
ALL STORES	3.62	-	3.60	3.85	3.49	3.21	3.88	3.49
GEOGRAPHIC LOCATION								
NORTHEAST	3.88	-	3.66	5.10	5.28	4.72	3.47	-
SOUTH	3.60	-	3.21	3.35	3.49	3.21	3.85	3.49
NORTH CENTRAL	4.10	-	3.88	4.25	3.84	3.40	4.25	-
WEST	3.03	-	-	3.03	-	1.12	3.54	-
TYPE OF STORE								
CONVENTIONAL	3.21	-	3.21	2.96	3.70			
SUPER STORE	3.88	-	3.60	3.95	-			
COMBINATION	3.49	-	-	2.70	3.49			

TABLE 35A
Services Provided by the Landlord

	ALL STORES	STORE SIZE						LOCATION OF STORES			
		UNDER 12,500	12,500-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGHB. SHOPPING CENTER	FREE-STANDING
ALL STORES	194	6	4	13	48	87	33	2	72	105	15
INSTALLATION OF HEATING AIR-CONDITIONING SYSTEM	91.2	66.7	100.0	69.2	95.8	96.6	84.8	100.0	90.3	96.2	60.0
MAINTENANCE OF HEATING AIR-CONDITIONING SYSTEM	11.9	-	-	-	4.2	24.1	-	-	29.2	1.0	6.7
TAXES	74.7	66.7	25.0	46.2	89.6	89.7	36.4	-	79.2	79.0	33.3
INCREASES IN TAXES	28.4	33.3	25.0	7.7	45.8	32.2	-	-	12.5	40.0	26.7
INSURANCE	74.7	16.7	25.0	38.5	89.6	93.1	36.4	-	80.6	81.0	13.3
INSTALLATION OF CUSTOMER PARKING	96.9	66.7	75.0	92.3	97.9	100.0	97.0	50.0	98.6	100.0	73.3
MAINTENANCE OF CUSTOMER PARKING	52.1	33.3	25.0	38.5	75.0	50.6	33.3	-	52.8	59.0	6.7
SPRINKLER SYSTEM	90.2	16.7	75.0	69.2	95.8	98.9	90.9	100.0	94.4	90.5	66.7
OTHER	4.6	-	-	-	4.2	4.6	9.1	-	5.6	3.8	6.7

TABLE 35B
Services Provided by the Landlord

	ALL STORES	STORE TYPE			GEOGRAPHIC LOCATION			
		CONVENTIONAL	SUPER STORE	COMBINATION	NORTH EAST	SOUTH	NORTH CENTRAL	WEST
ALL STORES	194	71	114	8	14	105	64	11
INSTALLATION OF HEATING AIR-CONDITIONING SYSTEM	91.2	81.7	99.1	62.5	71.4	91.4	98.4	72.7
MAINTENANCE OF HEATING AIR-CONDITIONING SYSTEM	11.9	32.4	-	-	7.1	20.0	1.6	-
TAXES	74.7	66.2	82.5	37.5	7.1	83.6	79.7	-
INCREASES IN TAXES	28.4	9.9	42.1	-	-	41.9	17.2	-
INSURANCE	74.7	64.8	83.3	37.5	28.6	86.7	78.1	-
INSTALLATION OF CUSTOMER PARKING	96.9	93.0	100.0	100.0	100.0	96.2	96.9	100.0
MAINTENANCE OF CUSTOMER PARKING	52.1	31.0	65.8	50.0	28.6	49.5	70.3	-
SPRINKLER SYSTEM	90.2	76.1	99.1	87.5	64.3	93.3	90.6	90.9
OTHER	4.6	11.3	.9	-	14.3	2.9	6.3	-

INVESTMENT AND EQUIPMENT COSTS

Average building costs increased dramatically in 1978. The cost of a building located in a neighborhood shopping center rose from $555,000 in 1977, to $847,101 in 1978. Overall average building costs were $795,146. The highest cost ($993,307) was in the North Central region.

Cost per square foot continued to rise—from $17.86 in 1976 to $25.67 in 1978. The cost of the land used for the store and parking facilities was highest in the West at $320,000, lowest in the South at $185,778.

The average cost of store equipment and fixtures, including installation, was almost $500,000 in 1978. While costs of equipping conventional and super stores increased slightly, combination stores rose sharply from $500,000 in 1977 to $800,000 in 1978.

In 1978, the cost of store decorations also increased substantially to $25,000, up from $14,332 in 1977. Combination stores, however, were well above this margin with decoration costs of $62,500.

The total capital investment required to open a new store in 1978 was $1.5 million, whereas in 1977 it was $1.15 million. This figure includes not only the direct investment of the store operator, but the investment of landlords and building owners as well.

TABLE 36A
Average Cost of the Land Used for the Store and Parking Facilities
(Number of Stores in each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	232	-	73	121	34	94	119	18
NORTHEAST	14	-	6	4	4	7	6	-
SOUTH	122	-	44	58	19	51	56	15
NORTH CENTRAL	68	-	21	37	9	20	47	-
WEST	28	-	-	22	-	16	10	-
TYPE OF STORE	231	-	73	120	34			
CONVENTIONAL	94	-	35	35	20			
SUPER STORE	119	-	38	79	-			
COMBINATION	18	-	-	6	12			

TABLE 36B

Average Cost of the Land Used for the Store and Parking Facilities

(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	198786	-	165000	230000	290921	150000	211775	550000
GEOGRAPHIC LOCATION								
NORTHEAST	250000	-	250000	175000	345000	250000	250000	-
SOUTH	185778	-	150000	198786	550000	150000	198786	550000
NORTH CENTRAL	248326	-	150000	283257	60000	100000	283257	-
WEST	320000	-	-	320000	-	300000	320000	-
TYPE OF STORE								
CONVENTIONAL	150000	-	150000	300000	57500			
SUPER STORE	211775	-	185778	211775	-			
COMBINATION	550000	-	-	288750	550000			

TABLE 37A
Average Building Cost
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STOPE	COMBI-NATION
GEOGRAPHIC LOCATION	235	-	74	122	35	97	119	18
NORTHEAST	15	-	7	4	4	8	6	-
SOUTH	123	-	44	59	19	52	56	15
NORTH CENTRAL	69	-	21	37	10	21	47	-
WEST	28	-	-	22	-	16	10	-
TYPE OF STORE	234	-	74	121	35			
CONVENTIONAL	97	-	36	36	21			
SUPER STORE	119	-	38	79	-			
COMBINATION	18	-	-	6	12			

TABLE 37B
Average Building Cost
(Medians)

	ALL STORES	LOCATION OF STORES				STORE TYPE		
		REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	795146	-	600000	847101	840000	600000	847101	1200000
GEOGRAPHIC LOCATION								
NORTHEAST	842000	-	870000	812500	920000	812500	870000	-
SOUTH	743112	-	600000	795146	1200000	600000	795146	1200000
NORTH CENTRAL	993307	-	700000	1133029	539388	577460	1133029	-
WEST	800000	-	-	805000	-	710000	1000000	-
TYPE OF STORE								
CONVENTIONAL	600000	-	600000	705000	475000			
SUPER STORE	847101	-	743112	847101	-			
COMBINATION	1200000	-	-	1078000	1200000			

TABLE 38A
Average Building Cost per Square Foot

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	233	-	74	121	34	95	119	18
NORTHEAST	14	-	7	4	3	7	6	-
SOUTH	122	-	44	58	19	51	56	15
NORTH CENTRAL	69	-	21	37	10	21	47	-
WEST	28	-	-	22	-	16	10	-
TYPE OF STORE	232	-	74	120	34			
CONVENTIONAL	95	-	36	35	20			
SUPER STORE	119	-	38	79	-			
COMBINATION	18	-	-	6	12			

TABLE 38B
Average Building Cost per Square Foot
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	25.67	-	21.43	27.35	22.30	22.22	27.35	22.30
GEOGRAPHIC LOCATION								
NORTHEAST	27.15	-	27.19	26.62	33.33	26.12	27.19	-
SOUTH	24.00	-	21.43	26.70	22.30	21.43	27.35	22.30
NORTH CENTRAL	36.58	-	20.00	36.58	31.75	30.37	36.58	-
WEST	24.39	-	-	24.39	-	24.41	24.39	-
TYPE OF STORE								
CONVENTIONAL	22.22	-	21.43	23.95	23.27			
SUPER STORE	27.35	-	27.42	27.35	-			
COMBINATION	22.30	-	-	28.00	22.30			

TABLE 39A
Store Equipment and Fixtures

		STORE SIZE						LOCATION OF STORES			
	ALL STORES	UNDER 12,500	12,500-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGHB. SHOPPING CENTER	FREE-STANDING
ALL STORES	233	9	7	13	54	101	46	2	77	119	33
INSTALLED BY AN IN-HOUSE SERVICE GROUP	22.7	11.1	28.6	30.8	1.9	27.7	37.0	50.0	42.9	10.9	18.2
NOT INSTALLED BY AN IN-HOUSE SERVICE GROUP	77.3	88.9	71.4	69.2	98.1	72.3	63.0	50.0	57.1	89.1	81.8

TABLE 39B
Store Equipment and Fixtures

		STORE TYPE			GEOGRAPHIC LOCATION			
	ALL STORES	CONVENTIONAL	SUPER STORE	COMBINATION	NORTH EAST	SOUTH	NORTH CENTRAL	WEST
ALL STORES	233	95	117	18	15	122	70	26
INSTALLED BY AN IN-HOUSE SERVICE GROUP	22.7	40.0	6.8	27.8	40.0	34.4	7.1	-
NOT INSTALLED BY AN IN-HOUSE SERVICE GROUP	77.3	60.0	93.2	72.2	60.0	65.6	92.9	100.0

TABLE 40A

Average Cost of Store Equipment and Fixtures Including Installation

(Not Installed by In-House Service Group)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	180	-	44	106	27	57	109	13
NORTHEAST	9	-	4	-	3	5	3	-
SOUTH	80	-	19	47	14	18	52	10
NORTH CENTRAL	65	-	19	37	8	19	45	-
WEST	26	-	-	20	-	15	9	-
TYPE OF STORE	179	-	44	105	27			
CONVENTIONAL	57	-	13	27	14			
SUPER STORE	109	-	31	77	-			
COMBINATION	13	-	-	-	12			

TABLE 40B
Average Cost of Store Equipment and Fixtures Including Installation
(Not Installed by In-House Service Group)
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	466912	-	428703	466912	715552	500000	431307	800000
GEOGRAPHIC LOCATION								
NORTHEAST	650000	-	697500	-	650000	585000	725000	-
SOUTH	431307	-	428703	431307	800000	263970	431307	800000
NORTH CENTRAL	466912	-	421534	466912	447371	521079	466912	-
WEST	550000	-	-	550000	-	500000	550000	-
TYPE OF STORE								
CONVENTIONAL	500000	-	500000	500000	382500			
SUPER STORE	431307	-	421534	466912	-			
COMBINATION	800000	-	-	-	800000			

TABLE 41A

Average Cost of Store Equipment and Fixtures Including Installation

(Both In-House and Outside Service Groups)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	237	-	76	122	35	98	119	18
NORTHEAST	15	-	7	4	4	8	6	-
SOUTH	124	-	45	59	19	53	56	15
NORTH CENTRAL	70	-	22	37	10	21	47	-
WEST	28	-	-	22	-	16	10	-
TYPE OF STORE	235	-	75	121	35			
CONVENTIONAL	98	-	37	36	21			
SUPER STORE	119	-	38	79	-			
COMBINATION	18	-	-	6	12			

TABLE 41B
Average Cost of Store Equipment and Fixtures Including Installation
(Both In-House and Outside Service Groups)
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	466912	-	421534	466912	585000	401500	466912	800000
GEOGRAPHIC LOCATION								
NORTHEAST	670000	-	680000	620500	617500	617500	680000	-
SOUTH	428703	-	365625	431307	800000	365625	431307	800000
NORTH CENTRAL	466912	-	421534	466912	447371	521079	466912	-
WEST	550000	-	-	550000	-	500000	550000	-
TYPE OF STORE								
CONVENTIONAL	401500	-	365625	520000	366667			
SUPER STORE	466912	-	428703	466912	-			
COMBINATION	800000	-	-	1000000	800000			

TABLE 42A
Average Cost of Store Decorations

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	204	-	75	104	23	74	119	8
NORTHEAST	15	-	7	4	4	8	6	-
SOUTH	105	-	45	52	7	44	56	5
NORTH CENTRAL	71	-	23	37	12	21	47	-
WEST	13	-	-	11	-	-	10	-
TYPE OF STORE	201	-	73	103	23			
CONVENTIONAL	74	-	35	18	19			
SUPER STORE	119	-	38	79	-			
COMBINATION	8	-	-	6	-			

TABLE 42B
Average Cost of Store Decorations
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	25000	-	25000	25000	10000	9375	25000	62500
GEOGRAPHIC LOCATION								
NORTHEAST	22000	-	22000	24500	14000	22500	22000	-
SOUTH	25000	-	9375	25000	11500	9375	25000	150000
NORTH CENTRAL	25000	-	25000	25000	4313	5291	25000	-
WEST	15000	-	-	15000	-	-	15000	-
TYPE OF STORE								
CONVENTIONAL	9375	-	9375	13500	6400			
SUPER STORE	25000	-	25000	25000	-			
COMBINATION	62500	-	-	107500	-			

TABLE 43A
Average Total Capital Investment
(Number of Stores in each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	237	-	76	122	35	98	119	18
NORTHEAST	15	-	7	4	4	8	6	-
SOUTH	124	-	45	59	19	53	56	15
NORTH CENTRAL	70	-	22	37	10	21	47	-
WEST	28	-	-	22	-	16	10	-
TYPE OF STORE	235	-	75	121	35			
CONVENTIONAL	98	-	37	36	21			
SUPER STORE	119	-	38	79	-			
COMBINATION	18	-	-	6	12			

TABLE 43B
Average Total Capital Investment
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	1502000	-	1181365	1561336	1489751	1125000	1561336	2550000
GEOGRAPHIC LOCATION								
NORTHEAST	1750000	-	1750000	1657633	1893500	1750000	1750000	-
SOUTH	1382593	-	1125000	1450239	2550000	1125000	1450239	2550000
NORTH CENTRAL	1688167	-	1281435	1908198	1034031	1225209	1908198	-
WEST	1607500	-	-	1695000	-	1560000	1900000	-
TYPE OF STORE								
CONVENTIONAL	1125000	-	1125000	1512500	1000000			
SUPER STORE	1561336	-	1382593	1561336	-			
COMBINATION	2550000	-	-	2516750	2550000			

ENERGY

Energy continues to be a major operating cost for supermarkets. To help reduce this expense, new stores are being designed and planned with energy saving features.

Of the stores built in 1978, 88% installed double doors at the front entrance and 40% reduced ceiling heights. Twenty five percent constructed enclosed loading docks, most popular in the Northeast.

Heat reclaim installations in new stores continued to increase, from 74% in 1977 to 91% in 1978. Thirty six percent of the stores used reclaimed heat for both space and water heating.

Computerized energy management systems were installed in 26% of the new stores. Almost all of the systems were controlled by the individual store. The most popular use of these systems was found in the South.

TABLE 44A
Store Facilities/Energy

		STORE SIZE						LOCATION OF STORES			
	ALL STORES	UNDER 12,500	12,500-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGHB. SHOPPING CENTER	FREE-STANDING
USE OF HEAT RECLAIM	141	9	8	13	12	49	47	2	43	54	35
USED TO HEAT STORE ONLY	55.3	33.3	62.5	53.8	66.7	36.7	76.6	100.0	25.0	64.8	77.1
USED TO HEAT BOTH STORE AND WATER FOR THE STORE	36.2	11.1	25.0	46.2	25.0	59.2	21.3	-	70.8	29.6	2.9
NOT USED AT ALL	8.5	55.6	12.5	-	8.3	4.1	2.1	-	4.2	5.6	20.0
UTILIZE COMPUTERIZED ENERGY MANAGEMENT SYSTEM	143	9	8	13	14	49	47	2	49	55	35
YES, CONTROLLED CENTRALLY AT HEADQUARTERS	.7	-	-	-	-	-	2.1	-	2.1	-	-
YES, CONTROLLED BY THE INDIVIDUAL STORE	25.2	-	-	7.7	28.6	49.0	12.8	-	51.0	12.7	11.4
NO COMPUTERIZED SYSTEM USED	74.1	100.0	100.0	92.3	71.4	51.0	95.1	100.0	46.9	87.3	88.6
ENERGY SAVING FEATURES	117	7	8	9	11	40	39	2	47	35	33
DOUBLE DOORS AT FRONT ENTRANCE	88.0	71.4	100.0	88.9	72.7	95.0	84.6	100.0	83.0	91.4	90.9
ENCLOSED LOADING DOCKS	24.8	-	-	11.1	36.4	32.5	28.2	-	34.0	25.7	12.1
REDUCED CEILING HEIGHTS	40.2	28.6	12.5	22.2	45.5	72.5	15.4	-	63.8	22.9	27.3

TABLE 44B
Store Facilities/Energy

		STORE TYPE			GEOGRAPHIC LOCATION			
	ALL STORES	CONVENTIONAL	SUPER STORE	COMBINATION	NORTH EAST	SOUTH	NORTH CENTRAL	WEST
USE OF HEAT RECLAIM	141	97	23	18	15	72	27	27
USED TO HEAT STORE ONLY	55.3	42.3	73.9	100.0	46.7	29.2	92.6	92.6
USED TO HEAT BOTH STORE AND WATER FOR THE STORE	36.2	47.4	17.4	-	53.3	56.9	3.7	3.7
NOT USED AT ALL	8.5	10.3	8.7	-	-	13.9	3.7	3.7
UTILIZE COMPUTERIZED ENERGY MANAGEMENT SYSTEM	143	97	25	18	15	72	29	27
YES, CONTROLLED CENTRALLY AT HEADQUARTERS	.7	1.1	-	-	6.7	-	-	-
YES, CONTROLLED BY THE INDIVIDUAL STORE	25.2	27.8	16.0	11.1	26.7	34.7	17.2	7.4
NO COMPUTERIZED SYSTEM USED	74.1	71.1	84.0	88.9	66.6	65.3	82.8	92.6
ENERGY SAVING FEATURES	117	71	25	18	15	65	23	14
DOUBLE DOORS AT FRONT ENTRANCE	88.0	83.1	96.0	100.0	80.0	86.2	95.7	92.9
ENCLOSED LOADING DOCKS	24.8	18.3	36.0	22.2	66.7	15.4	26.1	21.4
REDUCED CEILING HEIGHTS	40.2	47.9	44.0	11.1	66.7	40.0	26.1	35.7

DISPLAY EQUIPMENT IN REFRIGERATED DEPARTMENTS

For the second year in a row, *Facts* includes a detailed section on display equipment in the four major refrigerated departments (meat, dairy, frozen and produce). Information on linear floor footage for each type of case, i.e. multi-deck, single deck, etc., is presented for each department.

The data tables include, by department, the proportion of stores with each type of display equipment, the average installation footage for each type of case, and the proportion of the total linear floor footage. Geographically, the West ranked highest in total linear footage of all four departments, with the Northeast the lowest.

In addition to the traditional tables, this year data on refrigerated display equipment are presented in a new format (table 49, 55, 61 and 66). These new tables give the linear feet of each display case per thousand square feet of selling area.

By reporting on a common base (per thousand square feet of selling area) it is easier to examine the effects of store size. As an example (table 49), stores with less than 12,500 square feet of selling area have eight linear feet of frozen food case per 1000 square feet of selling area. Stores which are 27,500-32,499 square feet have 9.5 linear feet per 1000 square feet. Not only do larger stores have more frozen food simply because of their size but also because a greater relative proportion of their space is devoted to frozen.

These new tables can also be used to extrapolate typical display equipment allocation for any store size. For example, to determine the average size of frozen food display for a store with selling area of 20,000 square feet, multiply 7.4 × 20 = 148 linear of frozen.

Frozen Food Department

Table 45
Frozen Food Cases

Type of Case	Proportion Using	Proportion of Total Linear Floor Footage	Average Installation Footage
Glass Door	84%	29%	52 ft.
Open (Coffin)	78	58	160 ft.
Multi-Deck	49	13	44 ft.
Other	1	—	48 ft.

In newly opened stores, the frozen food department, including ice cream, ran 198 ft., up considerably from 158 ft. in 1977 stores. Most popular were the glass door cases, averaging 52 ft. Super stores averaged 228 linear feet devoted to frozen foods.

Produce Department

Table 46
Produce Cases

Type of Case	Proportion Using	Proportion of Total Linear Floor Footage	Average Installation Footage
Refrigerated	100%	57%	92 ft.
Dry	71	21	44 ft.
Island	57	9	12 ft.
Other	7	13	—

The total floor footage of the produce department in new stores, excluding floral and plant displays, was 156 ft., an increase of 40 ft. over 1977. Refrigerated cases were used by all of the stores to display produce. These cabinets represented the largest proportion of case footage at 57%, averaging 92 ft. of installation footage. Combination stores used the largest floor footage to display produce at 194 linear ft.

Meat Department

Table 47
Meat Cases

Type of Case	Proportion Using	Proportion of Total Linear Floor Footage	Average Installation Footage
Single Deck	96%	53%	68 ft.
Multi-Deck	89	24	24 ft.
Service Meat	54	22	36 ft.
Other	11	1	12 ft.

Meat department cases, including frozen and prepackaged processed meats, ran an average of 132 ft., up from 106 ft. in 1977. Single decks were the most popular case used (96%) and were also the largest in installation footage at 68 ft. The number of new stores installing service meat counters rose considerably from 26% in 1977 to 54% in 1978.

Dairy Department

Table 48
Dairy Cases

Type of Case	Proportion Using	Proportion of Total Linear Floor Footage	Average Installation Footage
Open multi-deck	90%	86%	80 ft.
Glass door multi-deck	12	9	68 ft.
Other	3	5	8 ft.

The total floor footage of dairy cases was 78 ft., up marginally from 1977. Open multi-decks were the most popular (90%). However this figure dropped from 99% in 1977. They comprise 86% of the total dairy floor footage and average 80 ft. of installation footage. The use of glass door multi-decks doubled in popularity, from 6% in 1977 to 12% in 1978.

TABLE 49

Average Running Linear Floor Feet of Frozen Food Department, Including Ice Cream, per 1000 Square Feet of Selling Area

			STORE SIZE					
		ALL STORES	UNDER 12,500	12,501- 17,499	17,500- 22,499	22,500- 27,499	27,500- 32,499	32,500 AND OVER
ALL STORES		231	9	8	12	55	103	44
MULTI-DECK	(% STORES REPORTING)	48.9	44.4	87.5	75.0	67.3	33.0	50.0
	(AVERAGE)	2.4	5.5	3.7	2.8	2.1	2.2	2.3
GLASS DOOR	(% STORES REPORTING)	84.0	55.6	50.0	66.7	92.7	88.3	79.5
	(AVERAGE)	3.0	4.4	7.0	4.3	1.8	3.2	3.3
OPEN CASES	(% STORES REPORTING)	78.4	33.3	50.0	45.0	92.7	90.3	81.4
	(AVERAGE)	6.9	9.3	4.8	7.7	8.9	6.6	3.6
OTHER	(% STORES REPORTING)	1.3	-	-	8.3	1.8	1.0	-
	(AVERAGE)	2.3	-	-	3.0	1.0	3.0	-
TOTAL	(% STORES REPORTING)	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	(AVERAGE)	9.3	8.0	9.0	7.4	11.9	9.5	6.4

TABLE 50A
Average Linear Floor Footage of the Frozen Food Department (Multi-Deck Cases)
(Number of Stores in each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	113	-	43	45	23	37	61	14
NORTHEAST	8	-	4	-	-	4	3	-
SOUTH	41	-	20	6	14	17	12	12
NORTH CENTRAL	57	-	19	32	5	13	44	-
WEST	7	-	-	5	-	3	-	-
TYPE OF STORE	112	-	43	44	23			
CONVENTIONAL	37	-	12	13	10			
SUPER STORE	61	-	31	29	-			
COMBINATION	14	-	-	-	12			

TABLE 50B

Average Linear Floor Footage of the Frozen Food Department (Multi-Deck Cases)

(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	44	-	44	44	52	56	44	52
GEOGRAPHIC LOCATION								
NORTHEAST	76	-	80	-	-	70	80	-
SOUTH	52	-	44	58	52	56	44	52
NORTH CENTRAL	44	-	44	44	8	12	44	-
WEST	96	-	-	64	-	64	-	-
TYPE OF STORE								
CONVENTIONAL	56	-	56	44	20			
SUPER STORE	44	-	44	44	-			
COMBINATION	52	-	-	-	52			

TABLE 51A
Average Linear Floor Footage of the Frozen Food Department (Glass Door Cases)
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	195	-	65	102	26	63	116	13
NORTHEAST	12	-	6	4	-	6	5	-
SOUTH	103	-	36	51	15	35	56	12
NORTH CENTRAL	69	-	23	36	9	19	47	-
WEST	11	-	-	11	-	3	8	-
TYPE OF STORE	192	-	63	101	26			
CONVENTIONAL	63	-	25	21	15			
SUPER STORE	116	-	38	77	-			
COMBINATION	13	-	-	3	10			

TABLE 51B

Average Linear Floor Footage of the Frozen Food Department (Glass Door Cases)

(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	52	-	60	28	52	60	24	52
GEOGRAPHIC LOCATION								
NORTHEAST	101	-	132	73	-	85	184	-
SOUTH	52	-	60	28	52	60	28	52
NORTH CENTRAL	24	-	24	24	104	104	24	-
WEST	140	-	-	140	-	78	140	-
TYPE OF STORE								
CONVENTIONAL	60	-	60	104	104			
SUPER STORE	24	-	24	28	-			
COMBINATION	52	-	-	84	52			

TABLE 52A

Average Linear Floor Footage of the Frozen Food Department (Open Cases)

(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	184	-	66	95	21	64	104	15
NORTHEAST	7	-	-	3	3	5	-	-
SOUTH	104	-	43	47	14	38	54	12
NORTH CENTRAL	54	-	20	32	-	6	47	-
WEST	19	-	-	13	-	15	-	-
TYPE OF STORE	183	-	66	94	21			
CONVENTIONAL	64	-	34	20	8			
SUPER STORE	104	-	32	71	-			
COMBINATION	15	-	-	3	12			

TABLE 52B

Average Linear Floor Footage of the Frozen Food Department (Open Cases)

(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	160	-	146	160	108	146	160	108
GEOGRAPHIC LOCATION								
NORTHEAST	138	-	-	73	160	73	-	-
SOUTH	146	-	146	160	108	146	160	108
NORTH CENTRAL	160	-	160	160	-	39	160	-
WEST	294	-	-	292	-	294	-	-
TYPE OF STORE								
CONVENTIONAL	146	-	146	215	69			
SUPER STORE	160	-	160	160	-			
COMBINATION	108	-	-	168	108			

TABLE 53A
Average Total Linear Floor Footage of the Frozen Food Department, Including Ice Cream
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	232	-	77	117	34	95	119	15
NORTHEAST	15	-	7	4	4	8	6	-
SOUTH	119	-	45	54	19	51	56	12
NORTH CENTRAL	70	-	23	37	9	20	47	-
WEST	28	-	-	22	-	16	10	-
TYPE OF STORE	229	-	75	116	34			
CONVENTIONAL	95	-	37	34	20			
SUPER STORE	119	-	38	79	-			
COMBINATION	15	-	-	3	12			

TABLE 53B

Average Total Linear Floor Footage of the Frozen Food Department, Including Ice Cream

(Medians)

	ALL STORES	LOCATION OF STORES				STORE TYPE		
		REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	206	-	206	205	130	205	228	150
GEOGRAPHIC LOCATION								
NORTHEAST	184	-	184	177	254	177	184	-
SOUTH	188	-	206	188	160	205	188	160
NORTH CENTRAL	228	-	228	228	112	112	228	-
WEST	257	-	-	233	-	294	140	-
TYPE OF STORE								
CONVENTIONAL	205	-	205	205	112			
SUPER STORE	228	-	228	228	-			
COMBINATION	160	-	-	336	160			

TABLE 54
Proportion of Total Linear Floor Feet of the Frozen Food Department by Case Type
(All Stores)

		STORE SIZE					
	ALL STORES	UNDER 12,500	12,501-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER
ALL STORES	234	9	8	12	55	103	44
MULTI-DECK	12.7	38.4	36.8	26.4	13.7	7.1	19.4
GLASS DOOR	29.4	31.3	37.4	43.7	15.5	29.5	44.5
OPEN CASES	57.7	30.3	25.8	26.4	70.7	63.0	36.1
OTHER	.2	-	-	3.5	.1	.3	-
AVG. TOTAL LINEAR FT.	197.5	52.9	105.6	112.3	222.6	207.6	212.2

TABLE 55

Average Running Linear Floor Feet of Produce Department per 1000 Square Feet of Selling Area

		STORE SIZE					
	ALL STORES	UNDER 12,500	12,501-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER
ALL STORES	231	9	8	12	55	103	44
DRY PRODUCE (% STORES REPORTING)	71.4	77.8	87.5	66.7	92.7	65.0	59.1
(AVERAGE)	1.9	2.4	1.1	1.5	2.3	1.5	2.5
REFRIG. (% STORES REPORTING)	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(AVERAGE)	4.3	5.4	5.1	4.4	5.6	4.4	2.6
ISLAND CASE (% STORES REPORTING)	56.7	11.1	12.5	25.0	87.3	59.2	38.6
(AVERAGE)	1.4	2.0	2.0	2.0	1.3	1.1	2.3
OTHER (% STORES REPORTING)	6.5	11.1	12.5	-	1.8	3.7	4.5
(AVERAGE)	13.5	2.0	1.0	-	18.0	13.5	8.5
TOTAL (% STORES REPORTING)	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(AVERAGE)	7.3	7.3	6.5	5.8	8.3	7.7	5.5

TABLE 56A
Average Linear Floor Footage of the Produce Department (Dry Produce Cases)
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	169	-	47	93	27	49	106	11
NORTHEAST	12	-	6	4	-	7	4	-
SOUTH	86	-	18	52	15	22	54	10
NORTH CENTRAL	69	-	23	35	10	19	47	-
WEST	2	-	-	-	-	-	-	-
TYPE OF STORE	166	-	45	92	27			
CONVENTIONAL	49	-	9	21	17			
SUPER STORE	106	-	36	70	-			
COMBINATION	11	-	-	-	10			

TABLE 56B

Average Linear Floor Footage of the Produce Department (Dry Produce Cases)

(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	44	-	44	52	24	20	46	122
GEOGRAPHIC LOCATION								
NORTHEAST	24	-	32	18	-	20	32	-
SOUTH	56	-	44	56	122	42	56	122
NORTH CENTRAL	32	-	43	32	16	16	32	-
WEST	96	-	-	-	-	-	-	-
TYPE OF STORE								
CONVENTIONAL	20	-	34	24	16			
SUPER STORE	46	-	44	53	-			
COMBINATION	122	-	-	-	122			

TABLE 57A
Average Linear Floor Footage of the Produce Department (Refrigerated Cases)
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	234	-	77	118	35	97	119	15
NORTHEAST	15	-	7	4	4	8	6	-
SOUTH	120	-	45	55	19	52	56	12
NORTH CENTRAL	71	-	23	37	10	21	47	-
WEST	28	-	-	22	-	16	10	-
TYPE OF STORE	231	-	75	117	35			
CONVENTIONAL	97	-	37	35	21			
SUPER STORE	119	-	38	79	-			
COMBINATION	15	-	-	3	12			

TABLE 57B

Average Linear Floor Footage of the Produce Department (Refrigerated Cases)

(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	92	-	96	96	72	72	104	72
GEOGRAPHIC LOCATION								
NORTHEAST	96	-	108	121	77	77	108	-
SOUTH	92	-	92	96	72	92	104	72
NORTH CENTRAL	104	-	104	104	58	72	104	-
WEST	72	-	-	72	-	70	72	-
TYPE OF STORE								
CONVENTIONAL	72	-	92	72	60			
SUPER STORE	104	-	104	104	-			
COMBINATION	72	-	-	84	72			

TABLE 58A
Average Linear Floor Footage of the Produce Department (Island Cases)
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	133	-	35	94	4	17	110	5
NORTHEAST	9	-	4	4	-	5	3	-
SOUTH	56	-	13	43	-	-	52	-
NORTH CENTRAL	52	-	17	34	-	6	45	-
WEST	16	-	-	13	-	4	10	-
TYPE OF STORE	132	-	35	93	4			
CONVENTIONAL	17	-	4	12	-			
SUPER STORE	110	-	31	78	-			
COMBINATION	5	-	-	3	-			

TABLE 58B

Average Linear Floor Footage of the Produce Department (Island Cases)

(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	12	-	12	12	114	32	12	120
GEOGRAPHIC LOCATION								
NORTHEAST	24	-	24	20	-	20	24	-
SOUTH	12	-	12	12	-	-	12	-
NORTH CENTRAL	12	-	12	12	-	37	12	-
WEST	60	-	-	60	-	33	60	-
TYPE OF STORE								
CONVENTIONAL	32	-	36	28	-			
SUPER STORE	12	-	12	12	-			
COMBINATION	120	-	-	144	-			

TABLE 59A
Average Total Linear Floor Footage of the Produce Department
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	234	-	77	118	35	97	119	15
NORTHEAST	15	-	7	4	4	8	6	-
SOUTH	120	-	45	55	19	52	56	12
NORTH CENTRAL	71	-	23	37	10	21	47	-
WEST	28	-	-	22	-	16	10	-
TYPE OF STORE	231	-	75	117	35			
CONVENTIONAL	97	-	37	35	21			
SUPER STORE	119	-	38	79	-			
COMBINATION	15	-	-	3	12			

TABLE 59B
Average Total Linear Floor Footage of the Produce Department
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	154	-	144	158	108	92	160	194
GEOGRAPHIC LOCATION								
NORTHEAST	140	-	140	151	115	125	142	-
SOUTH	160	-	92	178	194	92	166	194
NORTH CENTRAL	154	-	165	154	82	88	154	-
WEST	231	-	-	231	-	440	132	-
TYPE OF STORE								
CONVENTIONAL	92	-	92	180	80			
SUPER STORE	160	-	166	158	-			
COMBINATION	194	-	-	228	194			

TABLE 60
Proportion of Total Linear Floor Feet of the Produce Department by Case Type
(All Stores)

	ALL STORES	STORE SIZE					
		UNDER 12,500	12,501-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER
ALL STORES:	234	9	8	12	55	107	44
DRY PRODUCE CASE	21.1	23.3	18.6	15.9	24.3	15.8	29.0
REFRIG. PRODUCE	56.7	69.4	78.4	74.5	58.5	57.2	43.2
ISLAND CASE	9.3	3.3	4.0	9.7	9.3	5.5	17.9
OTHER	12.9	3.3	1.0	-	6.9	21.3	5.0
AVG. TOTAL LINEAR FT.	156.4	53.1	75.3	90.7	160.9	169.4	179.7

TABLE 61

Average Running Linear Floor Feet of Meat Department, Including Frozen and Prepackaged Processed Meat, per 1000 Square Feet of Selling Area

			STORE SIZE					
		ALL STORES	UNDER 12,500	12,501-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER
ALL STORES		231	9	8	12	55	103	44
SINGLE DECK	(% STORES REPORTING)	96.1	55.6	87.5	100.0	96.4	99.0	97.7
	(AVERAGE)	3.1	4.2	4.6	3.8	3.1	2.8	3.0
MULTI-DECK	(% STORES REPORTING)	89.2	100.0	87.5	100.0	90.9	82.5	97.7
	(AVERAGE)	1.6	4.8	3.3	1.6	1.4	1.4	1.3
MEAT COUNTER	(% STORES REPORTING)	53.7	11.1	-	8.3	76.4	60.2	40.9
	(AVERAGE)	2.2	7.0	-	1.0	2.0	1.9	3.3
OTHER	(% STORES REPORTING)	10.8	-	-	8.3	1.8	20.4	4.5
	(AVERAGE)	1.1	-	-	1.0	1.0	1.0	2.0
TOTAL	(% STORES REPORTING)	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	(AVERAGE)	5.9	7.9	6.8	5.9	6.2	5.4	6.2

TABLE 62A
Average Linear Floor Footage of the Meat Department (Single Deck Cases)
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	225	-	75	112	34	91	116	15
NORTHEAST	14	-	6	4	4	8	5	-
SOUTH	117	-	45	53	18	49	56	12
NORTH CENTRAL	66	-	22	33	10	18	45	-
WEST	28	-	-	22	-	16	10	-
TYPE OF STORE	222	-	73	111	34			
CONVENTIONAL	91	-	37	30	20			
SUPER STORE	116	-	36	78	-			
COMBINATION	15	-	-	3	12			

TABLE 62B

Average Linear Floor Footage of the Meat Department (Single Deck Cases)

(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	68	-	68	80	72	68	72	210
GEOGRAPHIC LOCATION								
NORTHEAST	60	-	60	62	40	54	60	-
SOUTH	68	-	68	80	210	68	80	210
NORTH CENTRAL	72	-	68	80	60	60	80	-
WEST	60	-	-	60	-	34	60	-
TYPE OF STORE								
CONVENTIONAL	68	-	68	60	60			
SUPER STORE	72	-	68	80	-			
COMBINATION	210	-	-	48	210			

TABLE 63A
Average Linear Floor Footage of the Meat Department (Multi-Deck Cases)
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	210	-	75	99	33	88	104	15
NORTHEAST	15	-	7	4	4	8	6	-
SOUTH	105	-	45	40	19	52	41	12
NORTH CENTRAL	68	-	23	37	8	18	47	-
WEST	22	-	-	18	-	10	10	-
TYPE OF STORE	207	-	73	98	33			
CONVENTIONAL	88	-	35	31	19			
SUPER STORE	104	-	38	64	-			
COMBINATION	15	-	-	3	12			

TABLE 63B

Average Linear Floor Footage of the Meat Department (Multi-Deck Cases)

(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	24	-	24	24	52	24	24	52
GEOGRAPHIC LOCATION								
NORTHEAST	60	-	60	62	42	61	60	-
SOUTH	24	-	24	24	52	24	24	52
NORTH CENTRAL	24	-	24	24	20	28	24	-
WEST	24	-	-	24	-	24	24	-
TYPE OF STORE								
CONVENTIONAL	24	-	24	24	24			
SUPER STORE	24	-	24	24	-			
COMBINATION	52	-	-	24	52			

TABLE 64A
Average Linear Floor Footage of the Meat Department (Service Meat Counter)
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	136	-	33	88	13	16	102	15
NORTHEAST	2	-	-	-	-	-	-	-
SOUTH	68	-	15	43	10	4	52	12
NORTH CENTRAL	47	-	18	29	-	-	42	-
WEST	19	-	-	15	-	9	8	-
TYPE OF STORE	133	-	31	87	13			
CONVENTIONAL	16	-	3	10	-			
SUPER STORE	102	-	28	74	-			
COMBINATION	15	-	-	3	12			

TABLE 64B

Average Linear Floor Footage of the Meat Department (Service Meat Counter)

(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	36	-	36	36	262	24	36	262
GEOGRAPHIC LOCATION								
NORTHEAST	20	-	-	-	-	-	-	-
SOUTH	40	-	36	40	262	-	40	262
NORTH CENTRAL	36	-	36	36	-	-	36	-
WEST	24	-	-	16	-	24	16	-
TYPE OF STORE								
CONVENTIONAL	24	-	20	24	-			
SUPER STORE	36	-	36	36	-			
COMBINATION	262	-	-	12	262			

TABLE 65A
Average Total Linear Floor Footage of the Meat Department
(Number of Stores in each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	233	-	77	118	35	96	119	15
NORTHEAST	15	-	7	4	4	8	6	-
SOUTH	120	-	45	55	19	52	56	12
NORTH CENTRAL	70	-	23	37	10	20	47	-
WEST	28	-	-	22	-	16	12	-
TYPE OF STORE	230	-	75	117	35			
CONVENTIONAL	96	-	37	35	21			
SUPER STORE	119	-	38	79	-			
COMBINATION	15	-	-	3	12			

TABLE 65B
Average Total Linear Floor Footage of the Meat Department
(Medians)

	ALL STORES	LOCATION OF STORES				STORE TYPE		
		REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	120	-	120	120	108	94	128	314
GEOGRAPHIC LOCATION								
NORTHEAST	125	-	125	134	97	121	121	-
SOUTH	120	-	104	120	314	104	120	314
NORTH CENTRAL	128	-	128	140	78	80	140	-
WEST	82	-	-	86	-	76	100	-
TYPE OF STORE								
CONVENTIONAL	94	-	104	80	80			
SUPER STORE	128	-	128	140	-			
COMBINATION	314	-	-	96	314			

TABLE 66
Proportion of Total Linear Floor Feet of the Meat Department by Case Type
(All Stores)

	ALL STORES	STORE SIZE: UNDER 12,500	12,501-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER
ALL STORES	234	9	8	12	55	103	44
SINGLE DECK	52.8	30.4	57.7	66.0	52.3	57.3	46.3
MULTI DECK	23.6	59.2	42.3	30.2	24.4	22.4	20.8
MEAT COUNTER	22.2	10.4	-	1.9	23.1	18.1	31.4
OTHER	1.4	-	-	1.9	.2	2.2	1.5
AVG. TOTAL LINEAR FT.	132.0	101.2	77.5	89.0	116.9	120.2	220.1

TABLE 67

Average Running Linear Floor Feet of the Dairy Department per 1000 Square Feet of Selling Area

			STORE SIZE					
		ALL STORES	UNDER 12,500	12,501-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER
ALL STORES		230	9	5	12	55	105	43
OPEN MULTI-DECK	(% STORES REPORTING)	90.0	100.0	100.0	91.7	100.0	78.6	100.0
	(AVERAGE)	5.6	4.2	4.0	3.3	4.2	3.9	2.6
GLASS DOOR MULTI	(% STORES REPORTING)	12.2	11.1	12.5	-	3.6	21.4	4.7
	(AVERAGE)	2.6	2.0	1.0	-	1.0	3.0	1.0
OTHER	(% STORES REPORTING)	2.5	-	-	8.3	-	-	11.6
	(AVERAGE)	1.8	-	-	5.0	-	-	1.2
TOTAL	(% STORES REPORTING)	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	(AVERAGE)	5.7	4.4	4.1	3.9	4.8	3.7	2.1

TABLE 68A

Average Linear Floor Footage of the Dairy Department (Open Multi-Deck Cases)

(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	210	-	56	117	33	74	118	15
NORTHEAST	14	-	7	4	3	7	6	-
SOUTH	98	-	24	55	18	31	55	12
NORTH CENTRAL	71	-	23	37	10	21	47	-
WEST	27	-	-	21	-	15	10	-
TYPE OF STORE	207	-	54	116	33			
CONVENTIONAL	74	-	16	34	20			
SUPER STORE	118	-	38	79	-			
COMBINATION	15	-	-	3	12			

TABLE 68B

Average Linear Floor Footage of the Dairy Department (Open Multi-Deck Cases)

(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	80	-	84	84	60	68	84	60
GEOGRAPHIC LOCATION								
NORTHEAST	78	-	84	72	82	72	96	-
SOUTH	80	-	84	84	60	72	84	60
NORTH CENTRAL	84	-	84	84	54	60	84	-
WEST	60	-	-	60	-	68	60	-
TYPE OF STORE								
CONVENTIONAL	68	-	80	68	48			
SUPER STORE	84	-	84	84	-			
COMBINATION	60	-	-	96	60			

TABLE 69A
Average Linear Floor Footage of the Dairy Department (Glass Door Multi-Deck Cases)
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPHIC LOCATION	28	-	23	-	3	26	-	-
NORTHEAST	1	-	-	-	-	-	-	-
SOUTH	21	-	21	-	-	21	-	-
NORTH CENTRAL	5	-	-	-	3	3	-	-
WEST	1	-	-	-	-	-	-	-
TYPE OF STORE	26	-	21	-	3			
CONVENTIONAL	26	-	21	-	3			
SUPER STORE	-	-	-	-	-			
COMBINATION	-	-	-	-	-			

TABLE 69B

Average Linear Floor Footage of the Dairy Department (Glass Door Multi-Deck Cases)

(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	68	-	68	46	12	68	-	-
GEOGRAPHIC LOCATION								
NORTHEAST	24	-	-	-	-	-	-	-
SOUTH	68	-	68	-	-	68	-	-
NORTH CENTRAL	22	-	-	-	12	12	-	-
WEST	68	-	-	-	-	-	-	-
TYPE OF STORE								
CONVENTIONAL	68	-	68	-	12			
SUPER STORE	-	-	-	-	-			
COMBINATION	-	-	-	-	-			

TABLE 70A
Average Total Floor Footage of the Dairy Department
(Number of Stores in Each Category)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
GEOGRAPEIC LOCATION	233	-	77	119	34	97	118	15
NORTHEAST	15	-	7	4	4	8	6	-
SOUTH	119	-	45	55	18	52	55	12
NORTH CENTRAL	71	-	23	37	10	21	47	-
WEST	28	-	-	22	-	16	10	-
TYPE OF STORE	230	-	75	117	34			
CONVENTIONAL	97	-	37	35	21			
SUPER STORE	118	-	38	79	-			
COMBINATION	15	-	-	3	12			

TABLE 70B

Average Total Linear Floor Footage of the Dairy Department

(Medians)

	ALL STORES	LOCATION OF STORES				STORE TYPE		
		REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION
ALL STORES	84	-	84	88	60	68	92	60
GEOGRAPHIC LOCATION								
NORTHEAST	80	-	108	74	77	74	96	-
SOUTH	90	-	68	92	60	68	92	60
NORTH CENTRAL	92	-	92	92	60	60	92	-
WEST	62	-	-	60	-	68	60	-
TYPE OF STORE								
CONVENTIONAL	68	-	68	68	60			
SUPER STORE	92	-	92	92	-			
COMBINATION	60	-	-	96	60			

TABLE 71
Proportion of Total Linear Floor Feet of the Dairy Department by Case Type
(All Stores)

	ALL STORES	STORE SIZE					
		UNDER 12,500	12,501-17,499	17,500-22,499	22,500-27,499	27,500-32,499	32,500 AND OVER
ALL STORES	233	9	8	12	55	125	43
OPEN MULTI-DECK	85.7	95.4	96.3	90.0	92.3	77.6	93.9
GLASS DOOR MULTI	8.9	4.6	3.2	-	1.0	17.3	1.4
OTHER	5.4	-	-	10.0	6.7	5.1	4.6
AVG. TOTAL LINEAR FT.	77.7	28.9	47.0	60.0	87.3	94.0	72.5

STORES REMODELED IN 1978

Detailed information on remodeled stores is included for the first time in *Facts*.

Remodeling increased the selling area of the average store by 18% to 17,744 square feet. General merchandise selling area in super stores registered the largest jump (13%).

Weekly sales increased an average of 30% after remodeling. The most dramatic sales increase (67%) occurred in remodeled warehouse stores. In actual dollar figures though, super stores and combinations registered the greatest weekly sales increases of about $150,000. Average sales per square foot of selling area after remodeling was $7.02. In the Northeast, remodeled stores showed the largest increase at $7.71. Super stores had the highest sales per square foot at $7.18.

The average cost for structural changes for those stores that underwent a change was $132,500. The average cost of structural change was $8.50 per square foot. Combination stores were the highest at $10.28 per square foot, however, structural changes for warehouse stores cost only $2.69 per square foot. The cost of store equipment and fixtures added during remodeling averaged $154,105.

TABLE 72
Location of Store

	ALL STORES	ANNUAL SALES VOLUME (1978) IN MILLIONS OF $						GEOGRAPHIC LOCATION			
		UNDER $10	10-30	30-100	100-250	250-500	OVER $500	NORTH-EAST	SOUTH	NORTH-CENTRAL	WEST
ALL STORES	156	11	19	18	26	30	51	32	47	48	29
REGIONAL SHOPPING CENTER	3.2	-	-	5.6	-	6.7	3.9	6.3	4.3	2.1	-
COMMUNITY SHOPPING CENTER	15.4	9.1	10.5	11.1	23.1	23.3	11.8	25.0	17.0	10.4	10.4
NEIGHBORHOOD SHOPPING CENTER	42.3	27.3	57.9	38.9	38.5	36.7	47.1	50.0	44.7	25.0	58.6
FREE STANDING	39.1	63.6	31.6	44.4	38.4	33.3	37.2	18.7	34.0	62.5	31.0

TABLE 73
Change in Store Type as a Result of Remodeling

	ALL STORES	LOCATION OF STORE				GEOGRAPHIC LOCATION			
		REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	NORTH-EAST	SOUTH	NORTH-CENTRAL	WEST
ALL STORES (BEFORE)	155	5	24	55	61	31	47	48	29
CONVENTIONAL	90.3	100.0	95.8	86.2	91.8	93.6	97.9	81.3	89.7
SUPER STORE	5.8	-	-	10.8	3.3	3.2	2.1	8.3	10.3
COMBINATION	.7	-	-	1.5	-	3.2	-	-	-
WAREHOUSE	2.6	-	-	1.5	4.9	-	-	8.3	-
FOOD DEPARTMENT	.6	-	4.2	-	-	-	-	2.1	-
ALL STORES (AFTER)	155	5	24	55	60	32	47	47	29
CONVENTIONAL	76.8	60.0	79.2	72.7	81.7	78.1	85.1	66.0	79.3
SUPER STORE	14.2	40.0	8.3	18.2	10.0	21.9	6.4	17.0	13.9
COMBINATION	3.2	-	4.2	3.0	3.3	-	8.5	2.1	-
WARFHOUSE	5.2	-	4.2	6.1	5.0	-	-	12.8	6.9
FOOD DEPARTMENT	.6	-	4.1	-	-	-	-	2.1	-

TABLE 74A
Average Square Feet of Total Area After Remodeling

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
GEOGRAPHIC LOCATION	155	-	24	66	60	118	22	5	8
NORTHEAST	32	-	8	16	6	25	7	-	-
SOUTH	47	-	8	21	16	40	3	4	-
NORTH CENTRAL	47	-	5	12	29	30	8	-	6
WEST	29	-	3	17	9	23	4	-	-
STORE TYPE	154	5	24	66	59				
CONVENTIONAL	118	3	19	48	48				
SUPER STORE	22	-	-	12	6				
COMBINATION	5	-	-	-	-				
WAREHOUSE	8	-	-	4	3				

TABLE 74B
Average Square Feet of Total Area After Remodeling
(Medians)

	ALL STORES	LOCATION OF STORE				STORE TYPE			
		REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
ALL STORES	23600	-	22531	25072	19500	22230	29722	24575	28000
GEOGRAPHIC LOCATION									
NORTHEAST	23938	-	26100	23438	21100	22000	24000	-	-
SOUTH	24114	-	23137	30216	17588	22578	29500	24980	-
NORTH CENTRAL	22802	-	21822	28148	21940	18000	29422	-	28500
WEST	22600	-	26833	22600	29913	22600	30000	-	-
TYPE OF STORE									
CONVENTIONAL	22230	25760	22000	24606	17553				
SUPER STORE	29722	-	-	29148	29722				
COMBINATION	24575	-	-	-	-				
WAREHOUSE	28000	-	-	24000	29000				

TABLE 75A
Total Area Post Remodeling as a Percent of Pre-Remodeling

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
GEOGRAPHIC LOCATION	132	-	22	57	49	105	19	3	5
NORTHEAST	28	-	7	15	5	23	5	-	-
SOUTH	39	-	8	17	12	33	3	3	-
NORTH CENTRAL	41	-	5	11	24	26	8	-	5
WEST	24	-	-	14	8	21	3	-	-
STORE TYPE	131	4	22	57	48				
CONVENTIONAL	105	3	18	43	39				
SUPER STORE	19	-	-	12	5				
COMBINATION	3	-	-	-	-				
WAREHOUSE	5	-	-	-	3				

TABLE 75B
Total Area Post Remodeling as a Percent of Pre-Remodeling
(Medians*)

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
ALL STORES	103	-	104	105	100	105	100	147	100
GEOGRAPHIC LOCATION									
NORTHEAST	100	-	100	100	100	100	100	-	-
SOUTH	111	-	123	125	100	100	120	147	-
NORTH CENTRAL	109	-	100	102	121	106	113	-	109
WEST	108	-	-	109	133	109	100	-	-
TYPE OF STORE									
CONVENTIONAL	105	118	104	111	100				
SUPER STORE	100	-	-	100	107				
COMBINATION	147	-	-	-	-				
WAREHOUSE	100	-	-	-	117				

*all medians are expressed in terms of percentages

TABLE 76A
Average Square Feet of Selling Area After Remodeling

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
GEOGRAPHIC LOCATION	155	-	24	66	60	118	22	5	8
NORTHEAST	32	-	8	18	6	25	7	-	-
SOUTH	47	-	8	21	16	40	3	4	-
NORTH CENTRAL	47	-	5	12	29	30	8	-	6
WEST	29	-	3	17	9	23	4	-	-
STORE TYPE	154	5	24	66	59				
CONVENTIONAL	118	3	19	48	48				
SUPER STORE	22	-	-	12	6				
COMBINATION	5	-	-	-	-				
WAREHOUSE	8	-	-	4	3				

TABLE 76B

Average Square Feet of Selling Area After Remodeling

(Medians)

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
ALL STORES	17744	-	16190	19165	14167	16350	20621	18300	23750
GEOGRAPHIC LOCATION									
NORTHEAST	18000	-	19650	16400	18100	18000	18000	-	-
SOUTH	13230	-	17391	23100	13719	17869	21391	19200	-
NORTH CENTRAL	16000	-	15035	18736	14000	12744	20995	-	24545
WEST	17500	-	18858	17500	14333	17000	18750	-	-
TYPE OF STORE									
CONVENTIONAL	16350	19320	15685	17924	12816				
SUPER STORE	20621	-	-	18736	21352				
COMBINATION	18300	-	-	-	-				
WAREHOUSE	23750	-	-	21000	25092				

TABLE 77A
Selling Area Post Remodeling as a Percent of Pre-Remodeling

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
GEOGRAPHIC LOCATION	154	-	24	55	60	117	22	5	8
NORTHEAST	31	-	8	15	5	24	7	-	-
SOUTH	47	-	3	21	16	40	3	4	-
NORTH CENTRAL	47	-	5	12	29	30	8	-	6
WEST	29	-	3	17	9	23	4	-	-
STORE TYPE	153	5	24	65	59				
CONVENTIONAL	117	5	19	47	48				
SUPER STORE	22	-	-	12	6				
COMBINATION	5	-	-	-	-				
WAREHOUSE	8	-	-	4	3				

TABLE 77B

Selling Area Post Remodeling as a Percent of Pre-Remodeling

(Medians*)

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
ALL STORES	113	-	112	118	116	118	110	158	113
GEOGRAPHIC LOCATION									
NORTHEAST	100	-	121	100	105	100	110	-	-
SOUTH	124	-	123	147	130	121	120	158	-
NORTH CENTRAL	116	-	108	109	130	117	120	-	110
WEST	120	-	127	130	112	127	100	-	-
TYPE OF STORE									
CONVENTIONAL	118	118	111	125	112				
SUPER STORE	110	-	-	100	120				
COMBINATION	158	-	-	-	-				
WAREHOUSE	113	-	-	142	112				

*all medians are expressed in terms of percentages

TABLE 78A
Average Percent of General Merchandise in Selling Area After Remodeling

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN.' SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
GEOGRAPHIC LOCATION	100	-	15	39	42	72	16	5	6
NORTHEAST	13	-	3	3	6	14	4	-	-
SOUTH	29	-	7	8	12	23	-	4	-
NORTH CENTRAL	27	-	-	9	15	13	8	-	4
WEST	26	-	3	14	9	22	-	-	-
STORE TYPE	99	-	15	39	41				
CONVENTIONAL	72	-	12	27	31				
SUPER STORE	16	-	-	6	6				
COMBINATION	5	-	-	-	-				
WAREHOUSE	6	-	-	4	-				

TABLE 78B

Average Percent of General Merchandise in Selling Area After Remodeling

(Medians*)

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
ALL STORES	14.1	-	14.9	13.9	11.2	11.5	19.6	17.6	12.1
GEOGRAPHIC LOCATION									
NORTHEAST	9.8	-	8.0	9.8	16.7	7.6	24.8	-	-
SOUTH	20.0	-	20.0	25.1	17.5	20.0	-	17.5	-
NORTH CENTRAL	7.7	-	-	8.7	6.5	2.2	19.5	-	11.9
WEST	14.0	-	15.8	15.8	14.0	14.0	-	-	-
TYPE OF STORE									
CONVENTIONAL	11.5	-	15.0	13.6	9.1				
SUPER STORE	19.6	-	-	19.5	23.8				
COMBINATION	17.6	-	-	-	-				
WAREHOUSE	12.1	-	-	12.1	-				

*all medians are expressed in terms of percentages

TABLE 79A
General Merchandise Selling Area Post Remodeling as a Percent of Pre-Remodeling

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN.' SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
GEOGRAPHIC LOCATION	50	-	6	18	24	30	10	5	4
NORTHEAST	12	-	2	3	6	9	3	-	-
SOUTH	12	-	2	3	7	8	-	4	-
NORTH CENTRAL	13	-	1	6	5	3	6	-	2
WEST	13	-	1	6	6	10	-	-	-
STORE TYPE	49	-	6	18	23				
CONVENTIONAL	30	-	4	9	17				
SUPER STORE	10	-	-	3	4				
COMBINATION	5	-	-	-	-				
WAREHOUSE	4	-	-	4	-				

TABLE 79B
General Merchandise Selling Area Post Remodeling as a Percent of Pre-Remodeling
(Medians)

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
ALL STORES	104	-	102	104	104	103	113	111	104
GEOGRAPHIC LOCATION									
NORTHEAST	104	-	106	102	104	102	106	-	-
SOUTH	106	-	105	120	106	103	-	116	-
NORTH CENTRAL	103	-	101	111	107	101	120	-	103
WEST	104	-	102	104	103	104	-	-	-
TYPE OF STORE									
CONVENTIONAL	103	-	101	103	103				
SUPER STORE	113	-	-	120	113				
COMBINATION	111	-	-	-	-				
WAREHOUSE	104	-	-	104	-				

TABLE 80A
Average Weekly Sales After Remodeling

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
GEOGRAPHIC LOCATION	140	-	20	59	56	104	22	5	7
NORTHEAST	30	-	7	15	6	23	7	-	-
SOUTH	47	-	8	21	16	40	3	4	-
NORTH CENTRAL	42	-	4	10	27	26	8	-	5
WEST	21	-	-	13	7	15	4	-	-
STORE TYPE	139	5	20	59	55				
CONVENTIONAL	104	3	15	41	45				
SUPER STORE	22	-	-	12	6				
COMBINATION	5	-	-	-	-				
WAREHOUSE	7	-	-	4	-				

TABLE 80B

Average Weekly Sales After Remodeling

(Medians)

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
ALL STORES	120000	-	122500	144200	92500	103926	147464	150000	125000
GEOGRAPHIC LOCATION									
NORTHEAST	126000	-	150000	136280	106523	128500	123500	-	-
SOUTH	107851	-	75553	157453	83000	93914	143289	150000	-
NORTH CENTRAL	116500	-	127500	110500	95000	95000	123000	-	125000
WEST	130000	-	-	125000	190000	117500	195000	-	-
TYPE OF STORE									
CONVENTIONAL	103926	84730	93997	144200	87000				
SUPER STORE	147464	-	-	126139	148319				
COMBINATION	150000	-	-	-	-				
WAREHOUSE	125000	-	-	350000	-				

TABLE 81A
Weekly Sales Post Remodeling as a Percent of Pre-Remodeling

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
GEOGRAPHIC LOCATION	139	-	20	58	56	103	22	5	7
NORTHEAST	29	-	7	14	6	22	7	-	-
SOUTH	47	-	8	21	16	40	3	4	-
NORTH CENTRAL	42	-	4	10	27	26	8	-	5
WEST	21	-	-	13	7	15	4	-	-
STORE TYPE	138	5	20	58	55				
CONVENTIONAL	103	3	15	40	45				
SUPER STORE	22	-	-	12	6				
COMBINATION	5	-	-	-	-				
WAREHOUSE	7	-	-	4	-				

TABLE 81B
Weekly Sales Post Remodeling as a Percent of Pre-Remodeling
(Medians*)

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
ALL STORES	130	-	132	134	123	125	144	131	167
GEOGRAPHIC LOCATION									
NORTHEAST	129	-	138	132	121	127	139	-	-
SOUTH	125	-	126	133	122	126	127	123	-
NORTH CENTRAL	130	-	124	131	131	125	170	-	151
WEST	135	-	-	138	118	132	147	-	-
TYPE OF STORE									
CONVENTIONAL	125	107	124	133	126				
SUPER STORE	144	-	-	141	129				
COMBINATION	131	-	-	-	-				
WAREHOUSE	157	-	-	223	-				

*all medians are expressed in terms of percentages

TABLE 82A
Average Sales per Square Foot After Remodeling (Selling Area)

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
GEOGRAPHIC LOCATION	140	-	20	59	56	104	22	5	7
NORTHEAST	30	-	7	15	6	23	7	-	-
SOUTH	47	-	8	21	16	40	3	4	-
NORTH CENTRAL	42	-	4	10	27	26	8	-	5
WEST	21	-	-	13	7	15	4	-	-
STORE TYPE	139	5	20	59	55				
CONVENTIONAL	104	3	15	41	45				
SUPER STORE	22	-	-	12	6				
COMBINATION	5	-	-	-	-				
WAREHOUSE	7	-	-	4	-				

TABLE 82B

Average Sales per Square Foot After Remodeling (Selling Area)

(Medians)

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
ALL STORES	7.02	-	7.84	7.50	6.73	7.11	7.18	6.00	6.94
GEOGRAPHIC LOCATION									
NORTHEAST	7.71	-	7.71	8.29	6.49	7.70	9.20	-	-
SOUTH	6.47	-	6.00	7.50	6.65	5.84	6.78	7.24	-
NORTH CENTRAL	7.06	-	8.33	6.65	6.76	7.37	8.37	-	6.94
WEST	7.62	-	-	7.15	9.47	6.91	10.32	-	-
TYPE OF STORE									
CONVENTIONAL	7.11	4.38	8.97	7.50	6.79				
SUPER STORE	7.18	-	-	7.06	6.66				
COMBINATION	6.00	-	-	-	-				
WAREHOUSE	6.94	-	-	12.85	-				

TABLE 83A
Average Cost of Structural Change

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
GEOGRAPHIC LOCATION	156	-	24	66	61	119	22	5	8
NORTHEAST	32	-	8	16	6	25	7	-	-
SOUTH	47	-	8	21	16	40	3	4	-
NORTH CENTRAL	48	-	5	12	30	31	8	-	6
WEST	29	-	3	17	9	23	4	-	-
STORE TYPE	155	5	24	66	60				
CONVENTIONAL	119	3	19	48	49				
SUPER STORE	22	-	-	12	6				
COMBINATION	5	-	-	-	-				
WAREHOUSE	8	-	-	4	3				

TABLE 83B
Average Cost of Structural Change
(Medians)

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
ALL STORES	132500	-	129604	113420	125000	110000	162500	182000	60000
GEOGRAPHIC LOCATION									
NORTHEAST	53500	-	41000	28500	88500	52000	80000	-	-
SOUTH	140000	-	150000	373014	90788	104250	223000	171000	-
NORTH CENTRAL	137150	-	21400	100438	150000	98750	177500	-	112500
WEST	200000	-	250000	200000	200000	250000	175000	-	-
TYPE OF STORE									
CONVENTIONAL	110000	190000	119207	107500	110000				
SUPER STORE	162500	-	-	150000	150000				
COMBINATION	182000	-	-	-	-				
WAREHOUSE	60000	-	-	17500	125000				

TABLE 84A
Average Cost of Structural Change per Square Foot

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
GEOGRAPHIC LOCATION	155	-	24	66	60	118	22	5	8
NORTHEAST	32	-	8	16	6	25	7	-	-
SOUTH	47	-	8	21	16	40	3	4	-
NORTH CENTRAL	47	-	5	12	29	30	8	-	6
WEST	29	-	3	17	9	23	4	-	-
STORE TYPE	154	5	24	66	59				
CONVENTIONAL	118	3	19	48	48				
SUPER STORE	22	-	-	12	6				
COMBINATION	5	-	-	-	-				
WAREHOUSE	8	-	-	4	3				

TABLE 84B
Average Cost of Structural Change per Square Foot
(Medians)

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
ALL STORES	8.50	-	7.06	6.98	10.38	8.96	8.66	10.28	2.69
GEOGRAPHIC LOCATION									
NORTHEAST	4.37	-	2.99	1.98	5.94	4.26	4.48	-	-
SOUTH	8.39	-	8.57	15.26	5.35	6.27	11.44	9.51	-
NORTH CENTRAL	8.33	-	1.43	6.21	14.13	9.29	9.00	-	4.51
WEST	15.22	-	15.22	13.23	16.19	16.33	9.97	-	-
TYPE OF STORE									
CONVENTIONAL	9.90	9.83	5.73	8.31	10.95				
SUPER STORE	8.66	-	-	7.62	6.91				
COMBINATION	10.28	-	-	-	-				
WAREHOUSE	2.69	-	-	1.25	5.32				

TABLE 85A
Average Cost of Store Equipment and Fixtures

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
GEOGRAPHIC LOCATION	156	-	24	66	61	119	22	5	8
NORTHEAST	32	-	8	16	6	25	7	-	-
SOUTH	47	-	8	21	16	40	3	4	-
NORTH CENTRAL	48	-	5	12	30	31	8	-	6
WEST	29	-	3	17	9	23	4	-	-
STORE TYPE	155	5	24	66	60				
CONVENTIONAL	119	3	19	48	49				
SUPER STORE	22	-	-	12	6				
COMBINATION	5	-	-	-	-				
WAREHOUSE	8	-	-	4	3				

TABLE 85B
Average Cost of Store Equipment and Fixtures
(Medians)

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
ALL STORES	154105	-	139784	150000	175000	150000	237500	280000	155000
GEOGRAPHIC LOCATION									
NORTHEAST	169005	-	163125	169005	142500	181800	100000	-	-
SOUTH	150000	-	119706	150000	171000	150000	317000	359000	-
NORTH CENTRAL	155000	-	120000	161500	172500	125000	282500	-	192500
WEST	300000	-	300000	285000	300000	300000	182500	-	-
TYPE OF STORE									
CONVENTIONAL	150000	34110	120000	150000	150000				
SUPER STORE	237500	-	-	203045	250000				
COMBINATION	280000	-	-	-	-				
WAREHOUSE	155000	-	-	155000	225000				

TABLE 86A
Average Cost of Store Decorations

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
GEOGRAPHIC LOCATION	121	-	20	47	49	93	17	5	5
NORTHEAST	32	-	8	16	6	25	7	-	-
SOUTH	38	-	8	12	16	31	3	4	-
NORTH CENTRAL	35	-	3	10	21	27	3	-	3
WEST	16	-	-	9	6	10	4	-	-
STORE TYPE	120	5	20	47	48				
CONVENTIONAL	93	3	17	31	42				
SUPER STORE	17	-	-	10	3				
COMBINATION	5	-	-	-	-				
WAREHOUSE	5	-	-	4	-				

TABLE 86B
Average Cost of Store Decorations
(Medians)

		LOCATION OF STORE				STORE TYPE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	COMBI-NATION	WARE-HOUSE
ALL STORES	10000	-	10000	10000	10000	10000	20000	20000	3000
GEOGRAPHIC LOCATION									
NORTHEAST	16000	-	12000	17500	20000	15000	25000	-	-
SOUTH	4839	-	5826	3877	6158	4000	10000	17500	-
NORTH CENTRAL	10000	-	8000	9000	10000	10000	400000	-	3000
WEST	15000	-	-	15000	17000	15500	20000	-	-
TYPE OF STORE									
CONVENTIONAL	10000	4775	10000	10000	10000				
SUPER STORE	20000	-	-	17500	5000				
COMBINATION	20000	-	-	-	-				
WAREHOUSE	3000	-	-	3252	-				

STORES ACQUIRED IN 1978

Data on stores that were acquired through purchase or merger in 1978 are also included in *Facts* for the first time.

The largest percentage of acquired stores were located in neighborhood shopping centers. The average weekly sales increased 29% after the store was acquired to $102,000. Super stores increased their weekly sales by 35%. Average sales per square foot of selling area after the store was acquired was $6.27.

The cost of store equipment and fixtures added after the store was acquired was $93,000, with store decoration costs an additional $10,000. Average additional total capital invested in the acquired store was $105,000. Super stores, however, averaged an additional total capital investment of $311,685.

TABLE 87
Location of Store

	ALL STORES	ANNUAL SALES VOLUME (1978) IN MILLIONS OF $						GEOGRAPHIC LOCATION			
		UNDER $10	10-30	30-100	100-250	250-500	OVER $500	NORTH-EAST	SOUTH	NORTH-CENTRAL	WEST
ALL STORES	136	2	18	13	15	9	76	18	39	33	45
REGIONAL SHOPPING CENTER	9.6	-	16.7	7.7	-	11.1	10.5	-	12.8	6.1	13.3
COMMUNITY SHOPPING CENTER	15.4	-	22.2	7.7	6.7	22.2	15.8	5.6	25.7	24.2	4.5
NEIGHBORHOOD SHOPPING CENTER	41.2	-	22.2	38.5	33.3	55.6	48.7	44.4	43.6	21.2	51.1
FREE STANDING	33.8	100.0	38.9	46.1	60.0	11.1	25.0	50.0	17.9	48.5	31.1

TABLE 88
Change in Store Type as a Result of Acquisition

		LOCATION OF STORE				GEOGRAPHIC LOCATION			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	NORTH-EAST	SOUTH	NORTH-CENTRAL	WEST
ALL STORES (BEFORE)	136	13	21	56	46	18	39	33	45
CONVENTIONAL	91.2	92.3	80.9	96.4	89.1	100.0	89.7	81.8	95.6
SUPER STORE	5.1	7.7	9.5	1.8	6.5	-	2.6	12.1	4.4
COMBINATION	1.5	-	-	1.8	2.2	-	5.1	-	-
WAREHOUSE	1.5	-	4.8	-	2.2	-	2.6	3.1	-
FOOD DEPARTMENT	.7	-	4.8	-	-	-	-	3.0	-
ALL STORES (AFTER)	135	13	21	56	45	17	39	33	45
CONVENTIONAL	87.4	84.6	61.9	94.6	91.1	100.0	82.1	75.8	95.6
SUPER STORE	9.6	15.4	33.3	3.6	4.5	-	10.2	21.2	4.4
COMBINATION	1.5	-	-	1.8	2.2	-	5.1	-	-
WAREHOUSE	1.5	-	4.8	-	2.2	-	2.6	3.3	-
FOOD DEPARTMENT	-	-	-	-	-	-	-	-	-

TABLE 89A

Average Square Feet of Total Area After Acquisition

		LOCATION OF STORE				STORE TYPE	
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE
GEOGRAPHIC LOCATION	135	13	21	56	45	118	12
NORTHEAST	18	-	-	8	9	17	-
SOUTH	39	5	10	17	7	32	4
NORTH CENTRAL	32	-	8	7	15	25	6
WEST	45	8	-	23	14	43	-
STORE TYPE	134	13	21	56	44	118	12
CONVENTIONAL	118	11	13	53	41	118	-
SUPER STORE	12	-	7	-	-	-	12

TABLE 89B
Average Square Feet of Total Area After Acquisition
(Medians)

		LOCATION OF STORE				STORE TYPE	
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE
ALL STORES	24088	26000	23000	26250	22100	23000	30135
GEOGRAPHIC LOCATION							
NORTHEAST	24000	-	-	25000	24000	24300	-
SOUTH	21300	19375	26393	25344	11000	20594	29839
NORTH CENTRAL	20059	-	20135	20088	16800	18330	28785
WEST	30000	30000	-	31152	28000	29890	-
TYPE OF STORE							
CONVENTIONAL	23000	22283	20050	25500	22000		
SUPER STORE	30135	-	28200	-	-		

TABLE 90A

Average Square Feet of Selling Area After Acquisition

		LOCATION OF STORE				STORE TYPE	
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE
GEOGRAPHIC LOCATION	133	13	20	56	44	117	11
NORTHEAST	17	-	-	8	8	16	-
SOUTH	39	5	10	17	7	32	4
NORTH CENTRAL	31	-	7	7	15	25	5
WEST	45	8	-	23	14	43	-
STORE TYPE	132	13	20	56	43	117	11
CONVENTIONAL	117	11	13	53	40	117	-
SUPER STORE	11	-	6	-	-	-	11

TABLE 90B
Average Square Feet of Selling Area After Acquisition
(Medians)

		LOCATION OF STORE				STORE TYPE	
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE
ALL STORES	17000	17000	17325	18630	15052	16650	23283
GEOGRAPHIC LOCATION							
NORTHEAST	17000	-	-	17000	17000	17000	-
SOUTH	16650	14351	19474	20299	9000	15732	21990
NORTH CENTRAL	14500	-	15000	14500	12000	13240	21129
WEST	19500	19500	-	20249	12200	19500	-
TYPE OF STORE							
CONVENTIONAL	16650	16900	15000	18000	14252		
SUPER STORE	23283	-	20783	-	-		

TABLE 91A
Average Weekly Sales After Acquisition

	ALL STORES	LOCATION OF STORE: REGIONAL SHOPPING CENTER	LOCATION OF STORE: COMMUN. SHOPPING CENTER	LOCATION OF STORE: NEIGH. SHOPPING CENTER	LOCATION OF STORE: FREE-STANDING	STORE TYPE: CONVEN-TIONAL	STORE TYPE: SUPER STORE
GEOGRAPHIC LOCATION	89	7	19	35	28	75	10
NORTHEAST	17	-	-	8	8	17	-
SOUTH	37	5	10	17	5	30	4
NORTH CENTRAL	31	-	8	7	14	24	6
WEST	3	-	-	-	-	3	-
STORE TYPE	89	7	19	35	28	75	10
CONVENTIONAL	75	5	11	33	26	75	-
SUPER STORE	10	-	7	-	-	-	10

TABLE 91B
Average Weekly Sales After Acquisition
(Medians)

		LOCATION OF STORE				STORE TYPE	
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE
ALL STORES	102000	115000	100000	120000	85500	95000	139226
GEOGRAPHIC LOCATION							
NORTHEAST	130000	-	-	135500	125000	130000	-
SOUTH	104855	80000	134415	120650	25000	100000	145282
NORTH CENTRAL	90000	-	90000	88000	85500	80500	124772
WEST	68000	-	-	-	-	68000	-
TYPE OF STORE							
CONVENTIONAL	95000	80000	76000	104855	85500		
SUPER STORE	139226	-	114921	-	-		

TABLE 92A
Weekly Sales Post Acquisition as a Percent of Pre-Acquisition

		LOCATION OF STORE				STORE TYPE	
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE
GEOGRAPHIC LOCATION	84	7	17	33	27	72	9
NORTHEAST	16	-	-	7	8	16	-
SOUTH	37	5	10	17	5	30	4
NORTH CENTRAL	28	-	6	7	13	23	5
WEST	3	-	-	-	-	3	-
STORE TYPE	84	7	17	33	27	72	9
CONVENTIONAL	72	5	10	31	26	72	-
SUPER STORE	9	-	6	-	-	-	9

TABLE 92B
Weekly Sales Post Acquisition as a Percent of Pre-Acquisition
(Medians*)

		LOCATION OF STORE				STORE TYPE	
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE
ALL STORES	129	128	125	129	130	122	135
GEOGRAPHIC LOCATION							
NORTHEAST	172	-	-	175	172	172	-
SOUTH	130	128	126	121	132	121	145
NORTH CENTRAL	121	-	125	122	110	114	129
WEST	110	-	-	-	-	110	-
TYPE OF STORE							
CONVENTIONAL	122	128	113	129	127		
SUPER STORE	135	-	145	-	-		

*all medians are expressed in terms of percentages

TABLE 93A
Average Sales per Square Foot After Acquisition (Selling Area)

		LOCATION OF STORE				STORE TYPE	
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE
GEOGRAPHIC LOCATION	87	7	18	35	27	74	9
NORTHEAST	16	-	-	8	7	16	-
SOUTH	37	5	10	17	5	30	4
NORTH CENTRAL	30	-	7	7	14	24	5
WEST	3	-	-	-	-	3	-
STORE TYPE	87	7	18	35	27	74	9
CONVENTIONAL	74	5	11	33	25	74	-
SUPER STORE	9	-	6	-	-	-	9

TABLE 93B
Average Sales per Square Foot After Acquisition (Selling Area)
(Medians)

		LOCATION OF STORE				STORE TYPE	
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE
ALL STORES	6.27	5.74	5.81	6.78	5.67	6.30	6.27
GEOGRAPHIC LOCATION							
NORTHEAST	7.68	-	-	7.98	7.65	7.68	-
SOUTH	5.77	4.71	6.05	6.34	3.13	5.22	6.63
NORTH CENTRAL	6.13	-	5.13	7.10	6.18	5.88	5.93
WEST	5.67	-	-	-	-	5.67	-
TYPE OF STORE							
CONVENTIONAL	6.30	4.71	5.13	6.71	5.67		
SUPER STORE	6.27	-	6.10	-	-		

TABLE 94A
Average Cost of Store Equipment and Fixtures

		LOCATION OF STORE				STORE TYPE	
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE
GEOGRAPHIC LOCATION	73	7	14	30	22	61	8
NORTHEAST	13	-	-	6	7	13	-
SOUTH	32	5	9	15	3	26	3
NORTH CENTRAL	24	-	5	6	11	18	5
WEST	3	-	-	-	-	3	-
STORE TYPE	73	7	14	30	22	61	8
CONVENTIONAL	61	5	8	28	20	61	-
SUPER STORE	8	-	5	-	-	-	8

TABLE 94B
Average Cost of Store Equipment and Fixtures
(Medians)

		LOCATION OF STORE				STORE TYPE	
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE
ALL STORES	93000	83000	162500	123848	74500	85000	311685
GEOGRAPHIC LOCATION							
NORTHEAST	75000	-	-	70000	75000	75000	-
SOUTH	131500	83000	135000	137000	49000	123848	357978
NORTH CENTRAL	79265	-	101000	126103	38000	62868	200000
WEST	113172	-	-	-	-	113172	-
TYPE OF STORE							
CONVENTIONAL	85000	83000	95000	120000	75000		
SUPER STORE	311685	-	265392	-	-		

TABLE 95A
Average Cost of Store Decorations

		LOCATION OF STORE				STORE TYPE	
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE
GEOGRAPHIC LOCATION	57	4	11	22	20	53	-
NORTHEAST	16	-	-	6	9	15	-
SOUTH	22	4	5	11	2	20	-
NORTH CENTRAL	18	-	5	4	9	17	-
WEST	-	-	-	-	-	-	-
STORE TYPE	56	4	11	22	19	53	1
CONVENTIONAL	53	4	9	21	19	53	-
SUPER STORE	-	-	-	-	-	-	1

TABLE 95B
Average Cost of Store Decorations
(Medians)

		LOCATION OF STORE				STORE TYPE	
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE
ALL STORES	10000	7500	13500	10000	15000	10000	-
GEOGRAPHIC LOCATION							
NORTHEAST	20000	-	-	20000	20000	20000	-
SOUTH	10000	7500	5000	10000	4530	10000	-
NORTH CENTRAL	8565	-	17350	9053	6356	8105	-
WEST	-	-	-	-	-	-	-
TYPE OF STORE							
CONVENTIONAL	10000	7500	13500	10000	20000		
SUPER STORE	-	-	-	-	-		

TABLE 96A
Average Total Capital Investment

	ALL STORES	LOCATION OF STORE: REGIONAL SHOPPING CENTER	LOCATION OF STORE: COMMUN. SHOPPING CENTER	LOCATION OF STORE: NEIGH. SHOPPING CENTER	LOCATION OF STORE: FREE-STANDING	STORE TYPE: CONVEN-TIONAL	STORE TYPE: SUPER STORE
GEOGRAPHIC LOCATION	79	7	16	30	26	66	8
NORTHEAST	16	-	-	6	9	15	-
SOUTH	33	5	9	15	4	27	3
NORTH CENTRAL	26	-	6	6	12	20	5
WEST	3	-	-	-	-	3	-
STORE TYPE	78	7	16	30	25	66	8
CONVENTIONAL	66	5	10	28	23	66	-
SUPER STORE	8	-	5	-	-	-	8

TABLE 96B
Average Total Capital Investment
(Medians)

		LOCATION OF STORE				STORE TYPE	
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE
ALL STORES	105000	97815	165000	137000	60000	96408	311685
GEOGRAPHIC LOCATION							
NORTHEAST	90000	-	-	90000	95000	90000	-
SOUTH	152000	97815	210000	240000	47200	152000	357978
NORTH CENTRAL	72655	-	95925	135155	40365	58210	250000
WEST	125866	-	-	-	-	125866	-
TYPE OF STORE							
CONVENTIONAL	96408	97815	85425	131433	85000		
SUPER STORE	311685	-	265392	-	-		

STORES CLOSED IN 1978

The percent of stores closed in 1978 was 4.4%, down slightly from 1977. The square footage of closed store selling area increased slightly from 12,395 sq. ft. in 1977 to 12,759 sq. ft. in 1978. Average weekly store sales averaged $45,000, an increase of $3,000 over 1977. Sales per square foot continues to rise, from $3.36 in 1976 to $3.76 in 1978.

Table 97
Closed Stores

	% of Stores Closed	Sq. Ft. of Selling Area	Weekly Sales	Sales Per Sq. Ft.
1974	6.0%	10,959 sq. ft.	$32,612	$3.01
1975	3.7	10,372 sq. ft.	30,004	3.23
1976	5.5	14,600 sq. ft.	50,000	3.36
1977	4.7	12,395 sq. ft.	42,000	3.55
1978	4.4	12,759 sq.ft.	45,000	3.76

This year data for closed warehouse stores are included for the first time in *Facts*. Weekly sales for warehouse stores averaged $45,000. These units were most often found in neighborhood shopping centers and averaged 13,044 sq. ft. of selling space, with a sales per square foot of $3.21.

The North Central region closed the largest percentage of stores (36%), closely followed by the South (33%). Most of the stores closed were conventional supermarkets, with the largest firms (over $500 million sales) still closing the majority.

The most frequently closed continues to be free standing stores, averaging $43,000 weekly sales in 1978. The largest percentage of these units were located in the North Central region.

Stores located in community shopping centers remained the second most frequently closed type of store. This pattern was most prevalent in the South.

Twenty nine percent of all of the stores closed in 1978 were under six years of age, most frequently found in community shopping centers in the West. "Poor profits" and "low sales volume" continue to be the most predominant reasons given for closing.

TABLE 98
Annual Sales Volume of Company

		LOCATION				GEOGRAPHIC LOCATION			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	NORTH-EAST	SOUTH	NORTH-CENTRAL	WEST
ALL STORES	160	4	48	45	63	28	53	58	19
UNDER $10 MILLION	4.4	25.0	6.3	2.2	3.2	3.6	5.7	5.2	-
$10 - $30 MILLION	3.8	-	-	4.5	6.3	7.1	3.8	3.4	-
$30 - $100 MILLION	4.4	-	-	2.2	9.5	7.1	3.8	3.4	5.3
$100 - $250 MILLION	12.5	-	12.5	22.2	6.3	25.0	11.3	6.9	5.2
$250 - $500 MILLION	15.6	-	8.3	15.6	22.2	28.6	-	29.3	-
OVER $500 MILLION	57.5	50.0	72.9	53.3	49.2	25.0	73.6	50.0	89.5

TABLE 99
Geographic Region of Store

		LOCATION OF STORE			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING
ALL STORES	160	4	48	45	63
NORTHEAST	17.5	75.0	16.7	17.8	14.3
SOUTH	33.1	-	45.8	31.1	27.0
NORTH CENTRAL	36.3	25.0	31.3	26.7	47.6
WEST	11.9	-	6.2	20.0	11.1

TABLE 100
Location of Store

	ALL STORES	GEOGRAPHIC LOCATION			
		NORTH EAST	SOUTH	NORTH-CENTRAL	WEST
ALL STORES	160	28	53	58	19
REGIONAL SHOPPING CENTER	2.5	10.7	-	1.7	-
COMMUNITY SHOPPING CENTER	30.0	28.6	41.5	25.9	15.8
NEIGHBORHOOD SHOPPING CENTER	28.1	28.6	26.4	20.7	47.4
FREE STANDING	39.4	32.1	32.1	51.7	36.8

TABLE 101
Store Type

	ALL STORES	LOCATION				GEOGRAPHIC LOCATION			
		REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	NORTH-EAST	SOUTH	NORTH-CENTRAL	WEST
ALL STORES	160	4	48	45	63	28	53	58	19
CONVENTIONAL SUPER MARKET	93.2	100.0	95.8	86.7	95.2	82.1	96.2	94.8	100.0
SUPER STORE	3.1	-	-	4.4	4.8	17.9	-	-	-
COMBINATION STORE	.6	-	2.1	-	-	-	-	1.7	-
WAREHOUSE	3.1	-	2.1	8.9	-	-	3.8	3.5	-

TABLE 102
Years Company Operated the Store

		LOCATION				GEOGRAPHIC LOCATION			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	NORTH-EAST	SOUTH	NORTH-CENTRAL	WEST
ALL STORES	160	4	48	45	63	28	53	58	19
UNDER 6 YEARS	29.4	25.0	41.7	31.1	19.0	7.2	26.4	31.0	57.9
6 - 10 YEARS	16.3	25.0	16.6	13.3	17.5	28.6	11.3	17.3	10.5
11 - 15 YEARS	20.0	-	22.9	17.8	20.6	25.0	20.8	19.0	15.8
16 - 20 YEARS	16.2	50.0	14.6	15.6	15.9	21.4	24.5	8.6	10.5
21 - 25 YEARS	11.9	-	2.1	17.8	10.9	10.7	11.3	15.5	5.3
26 OR MORE YEARS	6.2	-	2.1	4.4	11.1	7.1	5.7	8.6	-

TABLE 103
Current Status of Building

		LOCATION				GEOGRAPHIC LOCATION			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	NORTH-EAST	SOUTH	NORTH-CENTRAL	WEST
ALL STORES	160	4	48	45	63	28	53	58	19
ANOTHER FOOD STORE	28.1	-	33.3	22.2	30.2	39.3	26.4	25.9	21.1
ANOTHER RETAIL OPERATION	12.5	50.0	18.8	8.9	7.9	10.7	9.4	13.8	21.0
ANOTHER BUSINESS OPERATION	16.9	25.0	8.3	24.4	17.5	14.3	24.5	6.9	26.3
VACANT	35.6	25.0	39.6	31.1	36.5	35.7	22.6	51.7	26.3
DESTROYED	.6	-	-	-	1.6	-	1.9	-	-
OTHER	5.0	-	-	8.9	6.3	-	13.2	-	5.3

TABLE 104
Reasons for Closing the Store

		LOCATION				GEOGRAPHIC LOCATION			
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	NORTH-EAST	SOUTH	NORTH-CENTRAL	WEST
ALL STORES	160	4	48	45	63	28	53	58	19
POOR PROFITS	44.4	25.0	25.0	55.6	52.4	50.0	35.8	55.2	31.6
LOW SALES VOLUME	40.6	75.0	29.2	51.1	39.7	60.7	34.0	37.9	36.8
REPLACED BY ANOTHER STORE IN SAME AREA	25.0	-	12.5	28.9	33.3	14.3	34.0	20.7	31.6
BUILDING WAS TOO SMALL	21.9	25.0	6.3	28.9	28.6	21.4	32.1	17.2	10.5
BUILDING WAS OLD/ IN POOR CONDITION	11.3	-	-	6.7	23.8	7.1	20.8	6.9	5.3
DID NOT RENEW LEASE	10.0	-	12.5	4.4	12.7	10.7	3.8	13.8	15.8
HIGH CRIME RATE/ NEIGHBORHOOD UNDESIRABLE	1.9	-	-	2.2	3.2	7.1	-	-	5.3
WITHDRAWAL FROM MARKET	12.5	-	37.5	-	3.2	10.7	18.9	12.1	-
OTHER	11.9	-	20.8	4.4	11.1	7.1	13.2	15.5	-

TABLE 105A
Average Square Feet of Selling Area

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	WAREHSE STORE
GEOGRAPHIC LOCATION	158	4	48	43	63	148	5	4
NORTHEAST	17.7	75.0	16.7	18.6	14.3	15.5	100.0	-
SOUTH	33.6	-	45.8	32.6	27.0	34.5	-	50.0
NORTH CENTRAL	36.7	25.0	31.3	27.9	47.6	37.2	-	50.0
WEST	12.0	-	6.2	20.9	11.1	12.8	-	-
STORE TYPE	159	4	47	45	63			
CONVENTIONAL	93.7	100.0	97.9	86.7	95.2			
SUPER STORE	3.2	-	-	4.4	4.8			
WAREHOUSE	3.1	-	2.1	8.9	-			

TABLE 105B
Average Square Feet of Selling Area
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	WAREHSE STORE
ALL STORES	12759	16090	15000	12600	10388	12500	18142	13044
GEOGRAPHIC LOCATION								
NORTHEAST	14385	15679	14790	13004	9848	13508	18142	-
SOUTH	12800	-	14858	12059	11822	12800	-	13359
NORTH CENTRAL	11261	16500	15153	12300	8450	11000	-	26522
WEST	14625	-	17000	13689	13650	14625	-	-
STORE TYPE								
CONVENTIONAL	12500	16090	15000	12500	10088			
SUPER STORE	18142	-	-	20661	17678			
WAREHOUSE	13044	-	14000	12881	-			

TABLE 106A
Average Weekly Sales

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	WAREHSE STORE
GEOGRAPHIC LOCATION	156	4	48	43	61	146	5	4
NORTHEAST	17.3	75.0	16.7	18.6	13.1	15.1	100.0	-
SOUTH	33.3	-	45.8	32.6	26.2	34.2	-	50.0
NORTH CENTRAL	37.2	25.0	31.3	27.9	49.2	37.7	-	50.0
WEST	12.2	-	6.2	20.9	11.5	13.0	-	-
STORE TYPE	157	4	47	45	61			
CONVENTIONAL	93.6	100.0	97.9	86.7	95.1			
SUPER STORE	3.2	-	-	4.4	4.9			
WAREHOUSE	3.2	-	2.1	8.9	-			

TABLE 106B
Average Weekly Sales
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	WAREHSE STORE
ALL STORES	45000	82000	48003	42900	43000	45000	126800	45000
GEOGRAPHIC LOCATION								
NORTHEAST	60000	100000	68134	34075	52500	50000	126800	-
SOUTH	35000	-	43000	31000	35000	35000	-	40000
NORTH CENTRAL	52500	64000	60000	70000	41296	50000	-	130000
WEST	50000	-	50000	49900	45000	50000	-	-
STORE TYPE								
CONVENTIONAL	45000	82000	48003	40000	41296			
SUPER STORE	126800	-	-	114000	126800			
WAREHOUSE	45000	-	45000	62500	-			

TABLE 107A
Average Sales per Square Foot of Selling Area

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	WAREHSE STORE
GEOGRAPHIC LOCATION	156	4	48	43	61	146	5	4
NORTHEAST	17.3	75.0	16.7	18.6	13.1	15.1	100.0	-
SOUTH	33.3	-	45.8	32.6	26.2	34.2	-	50.0
NORTH CENTRAL	37.2	25.0	31.3	27.9	49.2	37.7	-	50.0
WEST	12.2	-	6.2	20.9	11.5	13.0	-	-
STORE TYPE	157	4	47	45	61			
CONVENTIONAL	93.6	100.0	97.9	86.7	95.1			
SUPER STORE	3.2	-	-	4.4	4.9			
WAREHOUSE	3.2	-	2.1	8.9	-			

TABLE 107B
Average Sales per Square Foot of Selling Area
(Medians)

		LOCATION OF STORES				STORE TYPE		
	ALL STORES	REGIONAL SHOPPING CENTER	COMMUN. SHOPPING CENTER	NEIGH. SHOPPING CENTER	FREE-STANDING	CONVEN-TIONAL	SUPER STORE	WAREHSE STORE
ALL STORES	3.76	4.17	3.01	3.21	4.79	3.60	6.87	3.21
GEOGRAPHIC LOCATION								
NORTHEAST	4.46	4.46	4.59	3.23	5.38	4.20	6.87	-
SOUTH	2.73	-	2.73	2.47	3.49	2.73	-	2.98
NORTH CENTRAL	4.85	3.68	4.20	5.25	4.98	4.90	-	5.58
WEST	3.41	-	2.94	3.57	4.58	3.41	-	-
STORE TYPE								
CONVENTIONAL	3.60	4.17	3.01	3.20	4.69			
SUPER STORE	6.87	-	-	5.62	6.99			
WAREHOUSE	3.21	-	3.21	3.50	-			

APPENDIX

Definitions

Supermarket — A retail food store with annual sales of a least one million dollars.
a) Conventional: Sells a standard assortment of merchandise in a traditional way.
b) Combination: A supermarket with a pharmacy using common checkouts and at least 25% of the total selling area devoted to general merchandise.
c) Food Department: A separate department located in a general merchandise store.
d) Super Store: Provides an expanded and upgraded selection of both food and non-food items.
e) Limited Assortment Store: Carries less than 1000 items and offers few if any perishables with a "no frills" shopping environment.
f) Warehouse Store: Uses utilitarian fixtures and emphasizes lower prices at the expense of customer service.

Regional Shopping Center — A planned center with at least *two* major department or discount stores.

Community Shopping Center — A planned center dominated by one large department or discount store.

Neighborhood Shopping Center — A planned center with more than one store but dominated by the supermarket.

Free Standing — A store located by itself or in an unplanned shopping area.

Building Costs — All costs incurred in construction of a new supermarket, including the cost of air conditioning and sprinkler systems (excluding the costs of land, parking lot, store equipment, fixtures and decorating).

Capital Investment — All costs of land, building, store equipment, fixtures, and decorating incurred in building a new supermarket, excluding only opening inventory and operating start-up costs.

Store Decorating Costs — All costs of signs, carpeting, wall treatments, furnishings, etc.

Selling Area — Customer area of store.

Region

The geographic area in which the store is located, not the company headquarters location. Listed below are the states which fall into each region.

Northeast
- Connecticut
- Maine
- Massachusetts
- New Hampshire
- New Jersey
- New York
- Pennsylvania
- Rhode Island
- Vermont

South
- Alabama
- Arkansas
- Delaware
- District of Columbia
- Florida
- Georgia
- Kentucky
- Louisiana
- Maryland
- Mississippi
- North Carolina
- Oklahoma
- Puerto Rico
- South Carolina
- Tennessee
- Texas
- Virginia
- West Virginia

North Central
- Illinois
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota
- Missouri
- Nebraska
- North Dakota
- Ohio
- South Dakota
- Wisconsin

West
- Alaska
- Arizona
- California
- Colorado
- Hawaii
- Idaho
- Montana
- Nevada
- New Mexico
- Oregon
- Utah
- Washington
- Wyoming

Canada

Facts About Stores Opened in 1978

Please complete one questionnaire for each store opened in 1978. If more than one store of the same size and format was opened in 1978, you may complete one questionnaire for each group of similar stores opened, however, please indicate the number of stores summarized on each questionnaire.

Number of stores summarized on this questionnaire. _____

If you have any questions about completing the questionnaire, please call the research department of FMI—202/452-8444.

I. Background

1. In what state is the store located? ..... _____

2. Is the store in a: (check one)?
   1) regional shopping center (a planned center with at least *two* major department or discount stores)? ..... ☐ 1
   2) community shopping center (a planned center dominated by *one* large department or discount store)? ..... ☐ 2
   3) neighborhood shopping center (a planned center with more than one store but dominated by the supermarket)? ..... ☐ 3
   4) free standing (a store located by itself or in an unplanned shopping area)? ..... ☐ 4

3. Was the store a: (check one)
   1) conventional supermarket (sells a standard assortment of merchandise in the traditional way)? ..... ☐ 1
   2) super store (provides an expanded and upgraded selection of both food and non-food items)? ..... ☐ 2
   3) combination store (a supermarket with a pharmacy using common checkouts and at least 25% of the total selling area devoted to general merchandise)? ..... ☐ 3
   4) limited assortment store (carries less than 1000 items and offers few if any perishables with a "no frills" shopping environment)? ..... ☐ 4
   5) warehouse store (uses utilitarian fixtures and emphasizes lower prices at the expense of customer service)? ..... ☐ 5
   6) food department (a separate department located in a general merchandise store)? ..... ☐ 6

II. Area (If the store is a "food department," report only the area occupied by the food department.)

4. What is the *total* area, in square feet, of the entire store? ..... _____ sq. ft.

5. What is the *selling* area, in square feet, of the store? ..... _____ sq. ft.

6. What is the *selling* area, in square feet, of the non-food sections (general merchandise including HABA) of the store? ..... _____ sq. ft.

III. Parking Lot

7. What is the square feet of the parking area for this store? ..... _____ sq. ft.

8. Is the parking lot shared with other businesses or is it for your customers only?
   share ..... ☐ 1
   customers only ..... ☐ 2

IV. Sales

9. For a typical four weeks, what is the store's average weekly sales? ..... $ _____

10. What are the typical average weekly sales for general merchandise including HABA? ..... $ _____

11. What is the average sales per customer transaction? ..... $ _____

V. Front End

12. How many checkouts are there in the entire store? ..... _____

13. Does the store have common checkouts for both food and general merchandise or are they separate?

common ..... ☐ 1
separate ..... ☐ 2

14. Please check the type of cash register used in the store:

mechanical ..... ☐ 1
stand-alone electronic ..... ☐ 2
electronic cash registers connected to an in-store computer ☐ 3
electronic cash registers equipped with front-end scanners ☐ 4

15. Can the system be upgradeable to scanning?

Yes ..... ☐ 1
No ..... ☐ 2

16. Does the checkout have electronic scales for weighing variable weight items?

Yes ..... ☐ 1
No ..... ☐ 2

17. Which of the following best describes the type of checkstand design used at the front end of the store? (check one)

over-the-end ..... ☐ 1
over-the-counter ..... ☐ 2
double belt ..... ☐ 3
single belt ..... ☐ 4
lazy susan ..... ☐ 5
other _____ ☐ 6
(please specify)

18. Method of unloading the shopping cart?

customer unload ..... ☐ 1
checker unload ..... ☐ 2

19. Does the store have baggers?

Yes ..... ☐ 1
No ..... ☐ 2

VI. Specialty Departments

20. Please check each specialty department located in the store: (check as many as apply)

restaurant or lunch counter	☐ 1
delicatessen (service only)	☐ 2
delicatessen (self-service only)	☐ 3
delicatessen (both service & self-service)	☐ 4
courtesy booth	☐ 5
floral/plant shop	☐ 6
wine	☐ 7
liquor	☐ 8

service meat	☐ 1
fresh seafood	☐ 2
scratch (mix) bakery	☐ 3
bake-off (frozen dough) bakery	☐ 4
combination scratch/bake-off bakery	☐ 5
coldspot (no baking on premises)	☐ 6
pharmacy	☐ 7

VII. Refrigerated Departments

21. What is the linear floor footage of the meat department including frozen and prepackaged processed meats?

_____ linear feet of single deck cases
_____ linear feet of multi-deck cases
_____ linear feet of service meat counter
_____ linear feet of other _____ (please specify)
_____ TOTAL linear feet of meat department

22. What is the linear floor footage of the frozen food department including ice cream?

_____ linear feet of multi-deck cases
_____ linear feet of glass door cases
_____ linear feet of open (coffin) cases
_____ linear feet of other _____ (please specify)
_____ TOTAL linear feet of frozen department

23. What is the linear floor footage of the produce department *excluding* floral/plant displays?

_____ linear feet of dry produce cases
_____ linear feet of refrigerated produce cases
_____ linear feet of island cases (diameter or length dimension)
_____ linear feet of other _____ (please specify)
_____ TOTAL linear feet of produce department

24. What is the total linear floor footage of the dairy department?

_____ linear feet of open multi-deck cases
_____ linear feet of glass door multi-deck cases
_____ linear feet of other _____
(please specify)
_____ TOTAL linear feet of the dairy department

VIII. Ownership/Lease Arrangements

25. Do you pay rent to a

landlord ☐ 1
subsidiary ☐ 2
don't pay rent ☐ 3

26. Is the store leased from an independent landlord or is it occupied under a build-sell-lease back arrangement?

independent landlord ☐ 1
build-sell-lease back ☐ 2

27. How many years is the original term of the lease? _____ yrs.

28. Which of the following are provided for by the landlord? (please check as many as apply)

installation of heating/air conditioning system ☐ 1
maintenance of heating/air conditioning system ☐ 2
taxes ☐ 3
increases in taxes ☐ 4
insurance ☐ 5
installation of customer parking ☐ 6
maintenance of customer parking ☐ 7
sprinkler system ☐ 8
other _____ ☐ 9
(please specify)

29. Is the amount of rent on the store a

percentage of sales? ☐ 1
fixed minimum amount per year with a maximum based on a percentage of sales ☐ 2
fixed amount per square foot ☐ 3
figured some other way _____ ☐ 4
(please specify and give amount paid)

30. If the rent is a percentage of sales, how much is paid (Give the answer to one decimal point, as 1.5%)? _____

31. If the rent is a fixed minimum amount per year with a maximum amount based on a percentage of sales, what is the:

minimum annual rent? .....$ _____
percent of sales? ..... _____

32. Regardless of the particular lease arrangement you have, what is the total annual rent for 1978 you will pay using the typical weekly sales you gave in question 9? ..... $ _____

IX. Costs and Capital Investment

33. Regardless of who incurred the expenses, what was the cost of the land used for the store and parking facilities? (If the costs are unknown, please give an estimate.) ..... $ _____

34. Regardless of who incurred the expenses, what was the building cost for the store including the cost of the air conditioning and sprinkler systems? (If the costs are unknown, please give an estimate.) ..... $ _____

35. Including the installation costs, what was the cost for the store equipment and fixtures (refrigerated cases, display shelves, registers, etc)? ..... $ _____

36. What was the cost of the store decorating (signs, carpeting, wall treatments, furnishings, etc)? ..... $ _____

37. Regardless of who incurred the costs, what was the *total* capital investment for the store *excluding* only opening inventory and operating start-up costs? $ _____

38. Does your in-house maintenance and service department install purchased equipment?

Yes ..... ☐ 1
No ..... ☐ 2

X. Store Facilities/Energy

39. Is heat reclaim used in the store?

Yes ..... ☐ 1
No ..... ☐ 2

40. If heat reclaim is used, do you

use it to heat the store only? ..... ☐ 1
use it to heat both the store and water for the store? ... ☐ 2

41. Does the store utilize a computerized energy management system?

Yes, and it is controlled centrally at headquarters ..... ☐ 1
Yes, and it is controlled by the individual store ..... ☐ 2
No computerized system used ..... ☐ 3

42. Please check if the store has:

double doors at the front entrance ..... ☐ 1
enclosed loading docks ..... ☐ 2
reduced ceiling heights ..... ☐ 3

XI. Factual Information

43. Please check what the annual sales volume of your company will be in 1978 (approximately)?

Under $10 million	☐ 1
from $10 to $30 million	☐ 2
from $30 to $100 million	☐ 3
from $100 to $250 million	☐ 4
from $250 to $500 million	☐ 5
over $500 million	☐ 6

44. Does your company operate:

fewer than 11 retail stores?	☐ 1
11 or more retail stores?	☐ 2

Facts About Stores Remodeled/Acquired in 1978

Please complete one questionnaire for each store remodeled and/or acquired in 1978. If you have any questions about completing the questionnaire, please call the research department of FMI—202/452-8444.

I. Background

1. In what state is the store located? ..... _____

2. Is the store in a: (please check one)
   1) regional shopping center (a planned center with at least *two* major department or discount stores)? ..... ☐ 1
   2) community shopping center (a planned center dominated by *one* large department or discount store)? .... ☐ 2
   3) neighborhood shopping center (a planned center with more than one store but dominated by the supermarket)? ..... ☐ 3
   4) free standing (a store located by itself or in an unplanned shopping area)? ..... ☐ 4

3. Before the store was remodeled and/or acquired, was it a: (please check one)
   1) conventional supermarket (sells a standard assortment of merchandise in the traditional way)? ..... ☐ 1
   2) super store (provides an expanded and upgraded selection of both food and non-food items)? ..... ☐ 2
   3) combination store (a supermarket with a pharmacy using common checkouts and at least 25% of the total selling area devoted to general merchandise)? ..... ☐ 3
   4) limited assortment store (carries less than 1000 items and offers few if any perishables with a "no-frills" shopping environment)? ..... ☐ 4
   5) warehouse store (uses utilitarian fixtures and emphasizes lower prices at the expense of customer service)? ..... ☐ 5
   6) food department (a separate department located in a general merchandise store)? ..... ☐ 6

4. After the store was remodeled and/or acquired, was it reopened as a (see question 3 for definitions): (please check one)
   1) conventional supermarket ..... ☐ 1
   2) super store ..... ☐ 2
   3) combination store ..... ☐ 3
   4) limited assortment store ..... ☐ 4
   5) warehouse store ..... ☐ 5
   6) food department ..... ☐ 6

5. Please give the following data for the store before and after remodeling and/or acquisition:

	Before Remodeling/Acquisition	After Remodeling/Acquisition
average weekly sales for a typical four weeks	$ _____	$ _____
total area in square feet	_____ sq. ft.	_____ sq. ft.
selling area in square feet	_____ sq. ft.	_____ sq. ft.
selling area, in square feet, of the non-food sections (general merchandise including HABA)	_____ sq. ft.	_____ sq. ft.

(over)

II. Costs and Capital Investment

6. Regardless of who paid for it, what was the cost of any structural change? $ _____

7. Including installation costs, what was the cost for the store equipment and fixtures added during remodeling (refrigerated cases, display shelves, registers, etc.)? ..... $ _____

8. What was the cost of the store decorations (signs, carpeting, wall treatments, furnishings, etc.)? ..... $ _____

9. What was the *total* capital investment for remodeling the store *excluding* only opening inventory and operating start-up costs? ..... $ _____

III. Factual Information

10. Please check what the annual sales volume of your company will be in 1978 (approximately).

- Under $10 million ..... ☐ 1
- from $10 to $30 million ..... ☐ 2
- from $30 to $100 million ..... ☐ 3
- from $100 to $250 million ..... ☐ 4
- from $250 to $500 million ..... ☐ 5
- over $500 million ..... ☐ 6

11. Does your company operate:

- fewer than 11 retail stores? ..... ☐ 1
- 11 or more retail stores? ..... ☐ 2

Facts About Stores Closed in 1978

Please complete one questionnaire for each store closed in 1978. If more than one store of the same size and format was closed in 1978, you may complete one questionnaire for each group of similar stores closed, however, please indicate the number of stores summarized on each questionnaire. .....

If you have any questions about completing the questionnaire, please call the research department of FMI—202/452-8444.

1. In what state was the store closed? .....

2. How many years did your company operate the store? .....

3. Was the store in a: (check one)

   1) regional shopping center (a planned center with at least *two* major department or discount stores)? ..... ☐ 1

   2) community shopping center (a planned center dominated by *one* large department or discount store)? ..... ☐ 2

   3) neighborhood shopping center (a planned center with more than one store but dominated by the supermarket)? ..... ☐ 3

   4) free standing (a store located by itself or in an unplanned shopping area)? ..... ☐ 4

4. Was the store a: (check one)

   1) conventional supermarket (sells a standard assortment of merchandise in the traditional way)? ..... ☐ 1

   2) super store (provides an expanded and upgraded selection of both food and non-food items)? ... ☐ 2

   3) combination store (a supermarket with a pharmacy using common checkouts and at least 25% of the total selling area devoted to general merchandise)? ..... ☐ 3

   4) limited assortment store (carries less than 1000 items and offers few if any perishables with a "no-frills" shopping environment)? ..... ☐ 4

   5) warehouse store (uses utilitarian fixtures and emphasizes lower prices at the expense of customer service)? ☐ 5

   6) food department (a separate department located in a general merchandise store)? ..... ☐ 6

5. What was the *total* area, in square feet, of the entire store? ....

6. What was the *selling* area, in square feet, of the store? .....

7. What was the average weekly sales volume for the store when it closed?
   (If the actual data is no longer available, give an approximate sales volume.)

(over)

8. Please check the main reasons for closing the store: (check as many as apply)

- poor profits ☐ 1
- low sales volume ☐ 2
- replaced by another store in the same area ☐ 3
- building was too small ☐ 4
- building was old/in poor condition ☐ 5
- did not renew lease ☐ 6
- high crime rate/neighborhood undesirable ☐ 7
- withdrawal from market ☐ 8
- other _____ (please specify) ☐ 9

9. Please check what the status of the building is now: (check one)

- another food store ☐ 1
- another retail operation ☐ 2
- another business operation ☐ 3
- vacant ☐ 4
- destroyed ☐ 5
- other _____ (please specify) ☐ 6

10. Please check what the annual sales volume of your company will be in 1978 (approximately):

- under $10 million ☐ 1
- from $10 to $30 million ☐ 2
- from $30 to $100 million ☐ 3
- from $100 to $250 million ☐ 4
- from $250 to $500 million ☐ 5
- over $500 million ☐ 6

11. Does your company operate

- fewer than 11 retail stores? ☐ 1
- 11 or more retail stores? ☐ 2

Your participation and cooperation is greatly appreciated. Please indicate the number of additional copies (up to 10) of the final report you would like to receive: _____

Name _____

Title _____

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